

Course Title: E-Commerce Web Strategy

Module 2: Attractiveness factors

Figure 1: Service process matrix

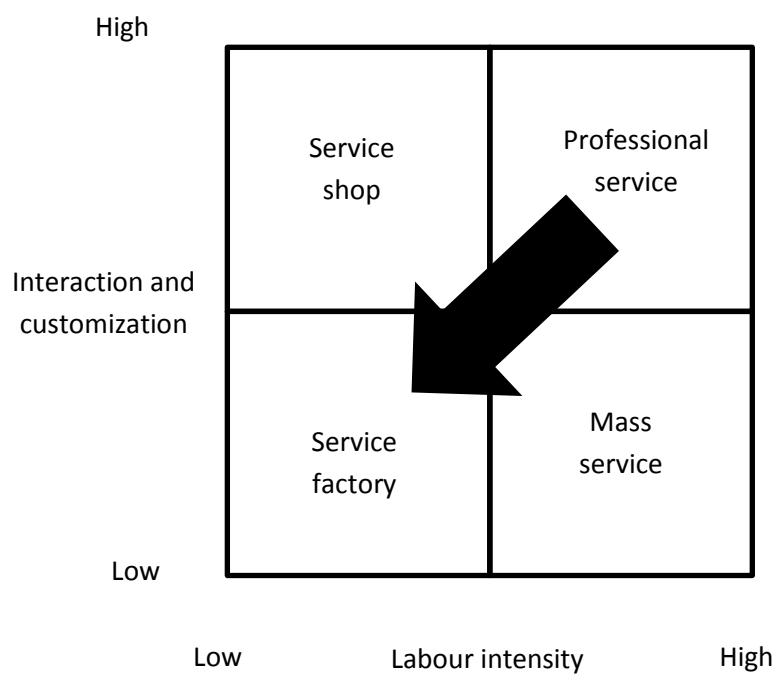


Figure 2: Attractors grid

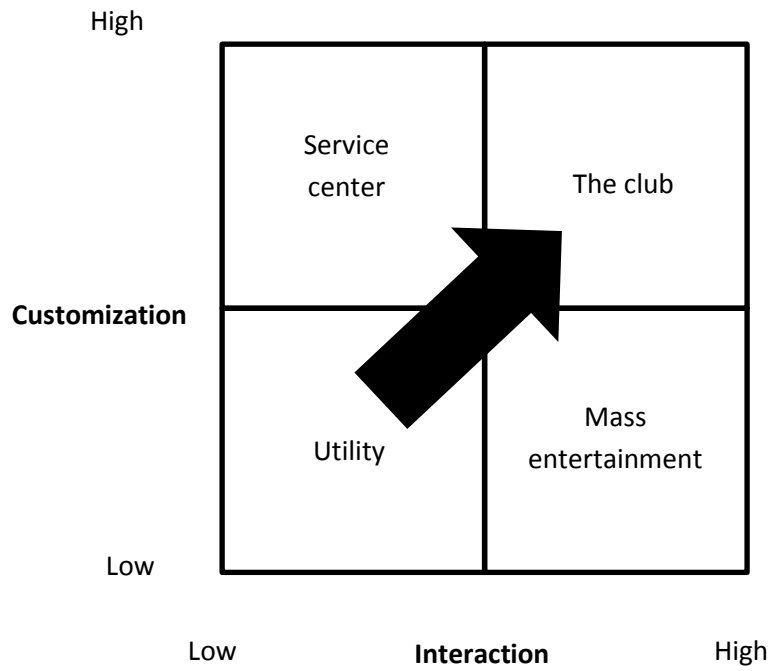


Table 1:

Ease of imitation of attractors	
Ease of imitation	Examples of attractors
Easy	Corporate brochure
Imitate with some effort	Software utilities Directory or search engine
Costly to imitate	Advanced customer service application Sponsorship Valuable and rare resources
Impossible to imitate	Archive with some exclusive features Well-established brand name or corporate image

Figure 3: Attractor strategies

