

Activity: Exploring Hybrid E-Commerce Models and New Trends

Activity Title: Hybrid E-Commerce Strategy Lab

Goal:

To enable intermediate learners to analyze hybrid e-commerce models and identify emerging trends that can be integrated into their business strategies. Participants will explore the advantages of combining different business models, such as B2B and B2C, subscription services, and Marketplace as a Service (MaaS).

Objective:

By the end of the activity, participants will be able to:

1. Understand the concept of hybrid e-commerce models and their advantages.
2. Identify potential applications for subscription models in various markets.
3. Develop strategies for integrating third-party vendors within a MaaS framework.
4. Analyze new trends like direct-to-avatar sales and their implications for business opportunities.

Materials Needed:

- Whiteboard or flip chart
- Markers
- Handouts summarizing key concepts from the lesson on hybrid models and trends
- Examples of successful hybrid models (case studies or slides)
- Access to digital tools for virtual presentations (if applicable)

Activity Steps:

1. Introduction (10 minutes):

Begin with a brief overview of hybrid e-commerce models, emphasizing the benefits of diversification and resilience.

Highlight the significance of subscription models and the Marketplace as a Service (MaaS) concept, along with emerging trends like direct-to-avatar sales.

Divide participants into small groups of 4-5 members.

2. **Group Research and Analysis (20 minutes):**

Assign each group one of the following topics to explore:

- Hybrid business models (B2B and B2C integration)
- Subscription models and their applications
- Marketplace as a Service (MaaS) strategies
- Direct-to-avatar sales and its implications

Groups will use available resources (handouts, internet, case studies) to research their topic and prepare a brief analysis, including potential advantages, challenges, and examples of companies successfully utilizing the model.

3. **Strategy Development (20 minutes):** After their research, groups will brainstorm and outline a strategy for a hypothetical business using their assigned topic. Encourage groups to think creatively about how they could implement the model in a real-world scenario, considering factors like target audience, marketing approaches, and operational challenges. Each group will summarize their strategy on a flip chart.
4. **Group Presentations (20 minutes):** Each group will present their analysis and strategy to the class (approximately 3-4 minutes per group). After each presentation, allow for a brief Q&A session to promote discussion and exchange of ideas.
5. **Interactive Discussion and Wrap-Up (10 minutes):** Conclude the workshop with an open discussion about how these hybrid models and emerging trends can reshape the e-commerce landscape. Encourage participants to consider how they might apply these insights to their own businesses or projects. Distribute a reflection form for participants to share their thoughts on the activity and any additional areas of interest they wish to explore.