Activity Title: "E-Commerce Challenges & Solutions: Fill-in-the-Blanks"

Goal:

To reinforce understanding of the key challenges and opportunities in scaling e-commerce businesses, helping intermediate entrepreneurs identify effective strategies to address these challenges.

Objective:

By the end of the activity, participants will:

1. Identify the primary challenges faced by e-commerce businesses, such as rising customer acquisition costs (CAC) and supply chain disruptions.
2. Recognize opportunities for growth, such as cross-border e-commerce and customer retention strategies.
3. Reflect on potential solutions to mitigate these challenges using retention techniques, supply chain management, and international expansion strategies.

Activity Structure:

Step 1: Introduction (5 minutes)

Provide a brief recap of the lesson's content about the challenges and opportunities in e-commerce.

Explain how the fill-in-the-blanks activity will help solidify understanding of key concepts.

Step 2: Fill-in-the-Blank Worksheet (15 minutes)

Distribute worksheets with key sentences from the lesson, but with missing words or phrases.

Example sentences:

- "One key challenge faced by e-commerce entrepreneurs is the rising cost of _____ (hint: acquiring new customers)."
- "To reduce reliance on paid advertising, businesses can create _____ programs to retain existing customers."
- "_____ disruptions, such as pandemics, can affect inventory levels and increase shipping costs."
- "To manage cross-border e-commerce, entrepreneurs must consider regulatory environments, _____ exchange, and international _____."

Encourage participants to fill in the blanks based on their knowledge from the lesson.

Step 3: Group Review and Discussion (10 minutes)

After completing the worksheet individually or in pairs, review the answers as a group.

Ask volunteers to share their answers and discuss why each solution applies to the given challenges.

Use this opportunity to further explore any misconceptions or questions that arise.

Step 4: Solutions and Opportunities Discussion (10 minutes)

Split the participants into small groups and assign each group one of the following topics: CAC management, supply chain management, or cross-border e-commerce.

Each group will brainstorm and discuss real-world strategies or examples to overcome these specific challenges, drawing from what they learned in the lesson.

After 5 minutes of discussion, ask each group to present their thoughts briefly to the rest of the class.

Assessment:

Participants will be evaluated based on their completion of the fill-in-the-blank worksheet and their contribution to the group discussions.

The instructor can gauge understanding through the accuracy of responses and depth of discussion during the group activity.

Extension (Optional):

Participants can create a short strategy plan that addresses one of the challenges discussed in the lesson, outlining specific actions their e-commerce business might take to overcome it. This could be submitted for feedback in the next session.

Example Worksheet for the Activity:

1. One key challenge faced by e-commerce businesses is the rising cost of _____.
2. To reduce reliance on paid advertising, businesses can create _____ programs to retain existing customers.
3. Global _____, such as pandemics, can disrupt supply chains, affecting inventory and _____ costs.
4. Entrepreneurs need to develop contingency plans, such as using _____ to improve transparency and reliability in the supply chain.
5. Cross-border e-commerce presents opportunities, but requires careful management of _____ exchange and _____ regulations.

6. Successful retention strategies include offering _____ services, such as loyalty programs or subscription models.