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BUSINESS REVIEWS

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LaSalle College
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The Hudson's Bay company, also known as HBC or The Bay is Canada's oldest retailer which was founded in 1670. The company is committed to running a business that meets ethical and legal regulations and to operate in an environmentally-conscious manner. Their vision is to repair their online website that will give their consumers a personalized experience.

Our main competitor's who carry the same or similar products are; Simon's, Walmart, Winners, Saks and Nordstrom. All five competitors are direct competitors which target the same demographics as our clientele. The company's strengths are their great store locations, large stores are the centre of attention at malls, bringing in lots of traffic. They have large name brands sold at their stores, and quality products. They also have a variety of different products to chose from such as; home decor, furniture, accessories, clothing etc. HBC is a one stop shop, providing all necessities to its consumers. The company's weaknesses are the high price range, and consumers can find cheaper prices elsewhere. The lack of customer service when shopping at HBC is not the greatest, there is little to no engagement with the customers. Since The Bay has been around for a very long time an opportunity would be to redefine the department store experience. Also, offering consumers a Hudson's Bay MasterCard, will allow you not only earn more points in store, you can also earn points everywhere else on gas, groceries and more.

The steps customers must follow when searching for a Vince Camuto white shirt are the following. Once entering your product search on Google, you will then be redirected to The Hudson's Bay website, where you will have various styles to choose from. After choosing your item, and size you would like to have, you then add it to your cart. Once you are at the checkout step you have the option to either "sign in and checkout" or "checkout as guest". You will then be asked for your billing information; name, address, email address, phone number etc. If your billing address and shipping address are not the same, you will be asked to fill out that information. Once this is done you are now at the shipping and payment step which allows you to enter any promo codes, and HBC rewards card number. If this does not apply to you, you then go to choosing your shipping method; standard, express or next day. Once this is completed it's now time to pay, you have the choice to pay with PayPal, credit card or gift card. After this is all filled up, you can review your order before submitting.

The category in which the WedQual Questionnaire the Hudson's Bay is the strongest is "Trust". The company's website is VeriSign Trusted which allows your customers to trust the site and the transaction when giving the web page your personal information and customers will less likely abandon their shopping cart.

Payment:

Pay by Card

Pay by credit card

*Card type: Master Card  *Card number: *Security code: *Expiration: /
MM / YYYY

    

Prepaid and reloadable network branded cards are not accepted

Amount to pay by credit card: \$107.33

Pay by gift card

*Card number: *PIN:

+ ADD ANOTHER GIFT CARD

*Card number: *PIN:

Pay by PayPal  What is PayPal





For years, HBC has been a name Canadians can trust. They are committed to building a strong relationship with their customers and earning their trust. When giving your information to HBC for reason of purchasing, enrolling in the rewards program, signing up for the gift registry etc. they guarantee your information will not be shared and will only be used for their purposes that may be useful in serving you better in the future however, only with your permission. They will always have employees sign a Code of Conduct, which requires them to keep your personal information confidential.

The category in which the WedQual Questionnaire the Hudson's Bay is the weakest is "Innovativeness". The company is lacking in their web design, the design of your website will affect the conversion rates. The HBC site has large blocks of small text and confusing navigation that turns visitors away. It needs to have a consistent visual language to make a more memorable impression. Nowadays, people turn to their mobile device to conduct their online searches. The HBC webpage on a mobile device is distorted and does not function properly. They should optimize their website designs by making them mobile-friendly. With many different sized phones, it is crucial to make sure that your website responds to all demands.

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ENDS 12/1 AT 11:59 PM ET

Certain improvements I would recommend the company to make on their website design would be to revamp their outdated logo, and change to bigger fonts so that the important page elements are bigger than all the rest. Replace the faded colours with stronger and more vivid colours that will grab more attention as well as to bolder important parts on your page and guide your users to the most important elements. As images are a key way to hold attention and add to the feel of your website, they need to you keep an eye on the size of the media files. Nowadays, users have short attention span, so if even a slight lag can just deter them from returning. Something as simple as file size and download time can pretty much make or break the deal for your website.

<http://www.verisign.com>

<https://www.hbc.com/en/privacy.html>

<https://www.britannica.com/topic/Hudsons-Bay-Company>

<https://www.theglobeandmail.com/report-on-business/hbc-greets-competitors-with-open-arms/article12693322/>

Business Review #2

Faber & Co is a snowshoe manufacturer established in 1870. Their products are sold on their online website, and throughout retail stores in Canada and the United States. The company offers the largest choice of snowshoes on the market from aluminium snowshoes, hybrid snowshoes, sliding step snowshoes, traditional snowshoes and bindings, as well as accessories. From beginner to expert, the right pair for anyone's needs. Their vision is to grow their online business and increase their conversion rate. Their current conversion rate online is only at 0.28%, which indicates that something is lacking.

The company's main competitors are Raquettes GV, Atlas, Kahtoola. The snowshoe brands all carry traditional snowshoes to hybrid snowshoes. Faber's strengths are their vast product assortment, and good brand identity. Their weaknesses are their low conversion rate, and lack of customer experience offered on the website. However, they have an opportunity to provide a B2C which will provide consumers with a more personalized experience so people would rather buy directly from the online site rather than elsewhere. One major threat the company faces is that their snowshoes are being sold at stores like Costco. Even though Costco offers the same product for \$20 more than what they are going for on their site, Costco's experience is better and that is why people might shop directly from them instead.

The company targets women and men, ages 30-50. They come from middle or high classes that are currently working and make an income of 35,000-70,000 or in retirement. They live in areas with cold climates and snowy seasons. These consumers live a healthy lifestyle, enjoy nature and the great outdoors. They care about the planet so they would walk to places rather than take their car or public transportation. They also care about quality, and will only purchase things if in need of them and that will be long lasting. However, they are willing to spend money on things that will be of use to them. These consumers typically shop online, simply because they live far away from the city.

The company's objectives are to increase their online traffic, increase sales, and to increase the amount of units per transaction that customers purchase. The key performance indicators they want to improve is the average time customers spend on their page. This will indicate user engagement and the quality and relevancy of your content. Examining exit pages will help to identify where you lose your audience. This will help to see where your users are losing interest and what type of content is pushing them away. Also, analyze the number of pages a user views per session, to see how compelling users find your content. This is a good way to see what content keep users engaged, nurture their interest, and encourage them to take the next step to purchase. This key performance indicator is important for measuring interest and curiosity about your company. You don't want users struggling to find important information.

The landing page of Faber & Co well structured, and easy to maneuver. Content is clear and straightforward. However, what I would suggest is to revamp it. Change their outdated logo to something more appealing, also change the fonts and colours on their site. The page load time is very slow, and due to this it may have a dramatic affect on the website conversions. The checkout process page it is also straightforward however, it is very outdated, and the payment options are limited to only two methods (Visa & Mastered). I suggest adding the payment option PayPal, since it a common method payment. As for the category page, there really isn't one, it's directly on the landing page. I would suggest to have a separate page for this, and for the landing page have images of people using their products.

As for improvements, I would suggest hiring someone to make them a whole new website, and start from scratch. Make the landing page more appealing, that'll make customers want to purchase their snowshoes. Trust is a major factor for conversion, but you have to earn that trust especially with new users. Include user reviews, users trust brands more when they offer lots of third-party reviews. If you have any indications of authority, such as affiliations with major industry influencers, publishers, or brands, show them off with badges, and consider offering a guarantee on your product to make yourself even more trustworthy. Include a section of visual demonstration of current customers using the snowshoes. People crave visuals because sight is the strongest sense and visuals always make it easier to sell.

Instead of writing about your product, include a video of what the product is and show customers why this product is better than the competition. Faber & Co should also install a custom search engine. Users will be able to use your search engine to find the content they are searching for on your website. You will also be able to identify any user experience issues, like if your website is poorly structured. This will allow you to examine what content visitors prefer, what products or services your visitors are most interested in and what content your website is lacking.

<https://www.fabersnowshoes.com/more-140-years-history>

<https://www.thebalance.com/what-are-key-performance-indicators-2296142>

<https://www.snowshoemag.com/first-timers/>