

REAL CASE SCENARIO LEARNING OBJECT_RANCHO KILKIS 2

Title of the learning object	New e-shop for Rancho Kilkis
Thematic area	<input type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://youtu.be/5K-8SsODv-M
Description of the context	<p>Rancho Kilkis operates in the field of agrotourism offering to the visitors a lot of relaxing choices.</p> <p>The ranch's website is like an interactive newspaper with all the activities, news, events organised and calendar with the upcoming events.</p> <p>The public relations and marketing manager wants to add e-shop functionality to their website.</p>
Practical activity to be performed	<ol style="list-style-type: none"> 1. Watch and analyse the video, to understand the needs and expectations of the manager concerning the company's website. 2. According to the needs analysis performed in the previous step, create and adjust an e-shop to the existing website of the ranch.
Results to be achieved	An e-shop adapted to the existing website.
Guidance and suggestions	<p>Analyse the existing website of the ranch.</p> <p>Write down the products, and the services ranch is offering and try to create an e-shop according to the ranch philosophy.</p> <p>Try to make a clear separation of the products and the services. It's good to offer an online reservation for specific rooms/space in ranch or to reserve the whole place for a big event.</p>
Mistakes to avoid	Products and services can be sold online. Products could be shipped, but the services can't. Keep in mind this separation.