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E-COMMERCE STRATEGIES: CHALLENGES AND PERSPECTIVES

Electronic commerce (e-commerce) is considered as a way of business to buy and sell products and/or services globally through the internet. The rapid growth of Information Technology (IT) day by day is one of the major aspects that e-commerce or online business nowadays is also known as the demanding business practice all over the world. Technically, e-commerce is a platform to improve the performance of any organization by using the computer networks. It is not only purchasing products online, but also take cares of interactions of any company with their stakeholders. Therefore, e-commerce helps to enhance communications and transactions with the stakeholders of a company where stakeholders represents the people who are really connected to the organization such as; employees, suppliers, managers, financial institutions, etc.

Essentially, e-commerce is creating a region in the era of this cutting edge technology by designing and developing user friendly e-commerce site to attain its targeted audience(s) with a common interest and awareness. A company should define their market place where they can go through online business platform with specialized offerings, no matter whether it is a product or a service. The e-commerce is enabling modest companies to achieve plenty of patrons speedily. There are many online e-commerce websites we can find on the internet nowadays such as; Amazon, eBay, Alibaba, Aliexpress, and many more. For instance, Amazon always influences its customers to share their opinions about the products they bought which somehow encourage millions of new clients to visit Amazon. The e-commerce organization must always provide an attractive browsing experience across online platforms.

However e-commerce businesses are growing rapidly, it also has many challenges or difficulties that should be conquered before starting this business and some of the challenges are described below.

- **Poor concept**

The lack of proper education or poor concept of online marketing would be a measure issue for those who wants to start a new e-commerce business.

- **Trust**

One of the major important roles is trust which we can also say like a bridge between sellers and buyers for any successful e-commerce transactions. Trust can be considered as a fundamental challenge in e-commerce environment. Despite traditional commerce, trust is a concrete pillar in e-commerce as people cannot instantly verify the products they wants to buy or already bought unless it is delivered.

- **Confidentiality**

User's data and information such as personal information, payment details must be kept confidential and encrypted as well.

- **Return/ Refund**

If the customer is dissatisfied or the purchased product was damaged during delivery, return or refund might suffers the business from a heavy loss of shipment and reputation. Some e-commerce product offers free delivery service and this might goes into the loss for the company while logistics and shipping charge always been frightening.

Conclusions

The company who wants to run an e-commerce business must always be aware of the thing that e-commerce is not only just a website rather it is a distinctive business that also follows the business models. E-commerce is a platform where we exchange information and transaction such as; data, video, web pages, media, text, etc. from business-to-business, business-to-consumer, consumer-to-consumer, and business-to-government.