

Chapter 24

The Comparison of E-Commerce Platform: Selection of Key Analysis Factors

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ABSTRACT

E-commerce is a fast-growing part of the market. Dynamic development of internet technology and increase of mobile devices popularity gives this branch very good perspective. E-commerce is still young. Trends on it are set by a few websites, which created this market, and which provide still new and innovative solutions to their customers. However, there are still more and more underdogs, who decided to focus on particular niches. This decision gives them a possibility to reach specific audience. More and more entrepreneurs noticed this trend and try to use it for their businesses. However, due to the number of new websites, selection of the proper one is not an easy task. The main goal of the chapter was to select the key factors, which will help entrepreneurs to choose the best platform for their needs.

INTRODUCTION

Dynamic development of manufacturing Industry 4.0 is a result of some processes, for example: internationalization, information technology development and also hyper competition (Grzybowska, Łupicka, 2017). There is a huge growth of globalisation strategy on the market for a past few years. Products produced by a huge corporations are available almost all around the world. The biggest companies try to provide their products to as many markets as they can. To make it possible they use enormous budgets and the best marketing campaigns. Smaller companies, which analyze the possibilities of entering new markets are usually forced to looking for an investor or to take a credit for further operations. But in this case, the e-commerce platforms are the solutions as well.

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Modern logistics and e-commerce platform paradigm positively effects development of enterprises. Over time several types of logistics platforms have developed (Grzybowska, Gajsek, 2016). Logistics and e-commerce platforms represent a modern approach aimed towards fostering and facilitating logistics activities and business exchange. The e-commerce platform concept is one of the contemporary concepts in business strategies, which has attracted broader attention in the last decade. Cambra and Ruiz (2009) presented e-commerce platform as a source of competitive advantage. Despite the young age of existence, the e-commerce market is represented by a few renowned companies. In fact, these are the platforms which have developed the whole e-commerce market to a current condition. The biggest market players are for sure Amazon, eBay and recently developing, Chinese platform – AliExpress. These are the first choices for e-commerce customers.

Mentioned platforms are aware of a needs of a smaller market's players. In fact the smaller companies are also the customers of the three biggest platforms. Using services providing e.g. by Amazon makes reaching a new markets much easier and cheaper as well.

The following article is an answer to the entrepreneurs needs of choosing the right e-commerce platform for their businesses. The main goal of it is to specify the key factors for choosing the proper e-commerce site based on the individual needs. The following paper consist of three main parts. In the first part include all the necessary information about the e-commerce market. The second part provide more information about the key factors for choosing the right platform. This chapter is based on the opinions of the experienced e-commerce sellers. In the third part there are a lot more details about the key factors of choosing the right platform for the business. The whole article ends with the overview.

E-COMMERCE PLATFORMS: MANY CHARACTERS, DIVERSE FEATURES

A company success in distribution channels in current market is conditioned by a logistics and a quality of a provided services. Those actions are enabled with bearing the possible lowest own costs. Such functioning of the enterprise can be improved and become more effective by the development of IT system in logistics of the e-commerce, which is enabling unified way for the communication and the collaboration both inside and outside the enterprise (Frąś, Scholz, Olsztyńska, 2017). The e-commerce platform is the specific type of the Internet platforms. Based on the definition of the whole group of platforms, they enable Internet users to interact with each other. Usually they are used to exchange the services, content or products. The main gist of existence of e-commerce platforms is to provide to the customers possibility to buy products of services using the website as a tool. Nowadays, sellers are equipped with a lot of tools, which helps them monitor all the customers onsite behaviours. Using this tools in a proper way can help sellers increase their revenue instantly. It is all about providing the customers the things they really need. Together with the e-commerce market development, more and more markets decides to put all the shopping processes into the Internet. They recognize huge dormant potential of this solution. The opportunity of providing your products to the customers overseas gives your business a chance to a rapid growth. Not only the sellers see a huge potential of e-commerce market, but so do a developers. On the e-commerce market there still more and more solutions for every business needs. Depending on the features we can differentiate following types of platforms:

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