

case materials and his verdict is quite subjective because each person treats each situation differently taking into account their background, profession and other factors.

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E-COMMERCE: ADVANTAGES AND CHALLENGES

Information Technology has been playing a vital role in the future development of financial sectors and the way of doing business while pandemic COVID-19. Increased use of smart mobile services and internet as a new distribution channel for business transactions and international trading requires more attention towards e-commerce security for reducing the fraudulent activities. The study reveals the advantages and disadvantages of online stores, so that you can decide for yourself if this is the right business type for you. These advantages of online business will help you stay excited and motivated throughout your entrepreneurial journey.

We are at the threshold of a new age communication, observers appear of and many to be feeling Information optimistic about technology will bring knowledge and power to the dispossessed, they predict, making life easier for everyone [1].

As the first point of contact for new customers, a company website is one of, if not the most important channel to market. To be noticed in an increasingly competitive marketplace, e-businesses need to introduce a wide variety of features to their websites to improve their customers' shopping experience.

A company website needs to be user-friendly. It also needs to be informative, attractive and capture the essence of the business. The system used to build these websites need to deliver all types of content - video, print, audio, PDFs and images-quickly and easily. But website development and content delivery can evolve quickly. In order to remain competitive, retail companies must be flexible and update web technologies to ensure they can meet the future needs of the business [2].

One of the e-commerce benefits is that it has a lower startup cost. Physical retail stores have to pay up to thousands of dollars to rent one of their store locations. They also have several upfront costs such as store signs, store design, buying inventory, sales equipment, and more. Also, the store owner also has to hire staff to work and run each location. They may also need to hire security staff depending on the product value in the store.

Another advantage of ecommerce is that online stores are always open for business. With Facebook ads, you can attract someone at 11 p.m. or 4 a.m. in any part of the world. In contrast, most physical location stores are operational between 9 a.m. to 9 p.m., giving you a competitive edge. By being available at all hours, you can attract people who would normally pick up a product

in stores if the outlet were open. An e-commerce store allows you to attract those who may have odd work schedules or who don't have time to shop in-person.

Next on the list of ecommerce benefits is that a new brand can easily sell to customers worldwide. You can discover your audience whether they're in the U.K., South America, or neighboring countries.

Apart from numerous advantages, there are certain disadvantages that make ecommerce not suitable for every one or any kind of business.

Online stores provide detailed product description but customers at any way cannot see or feel the item before purchasing. As a result, they cannot make sure whether the description lies or not. Here the main role plays the store reputation and positive reviews in customers' decision [3].

As a store owner, you may be most willing to sell your products worldwide. However, it means you need to comply with the taxation guidelines adopted in each country where you aim to deliver. Apart from the effort to study them all and make sure you can comply with them, you will need to deal with the question of cost-effectiveness for your enterprise. It should become one of your most important considerations among ecommerce advantages and disadvantages [4].

E-commerce affect the governments and the countries we live in. To begin with, as electronic commerce grows, governments will find it harder to raise taxes. Every day, trillions of dollars move around the global electronic money markets as corporations carry transactions in low-tax jurisdictions. As products and services that have traditionally been delivered physically are transferred electronically, the tax deficit will grow. People are increasingly buying goods and services via the internet from places out their where sales taxes are lowest.

People with computer skills are likely to end up winners. Those without are likely to emerge as losers. The power of mutate the nation will weaken. Communities that invest substantially in communication technologies will thrive. Those that don't, or those whose citizens are isolated from the state new ways to communicate, will suffer. Change is inevitable. The Information Age will be kindest to those who adapt [1].

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