E-COMMERCE: SWOT ANALYSIS

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ABSTRACT

The e-commerce is one of the biggest things that have taken the Indian business by storm. This research paper describes the invention and accessibility of internet connectivity and powerful online tools has resulted a new commerce area that is e-commerce deals with selling and purchasing of goods and services through internet and computer networks. E-commerce can enhance economic growth, increase business opportunities, competitiveness, better and profitable access to markets. E-Commerce is emerging as a new way of helping business enterprises to compete in the market and thus contributing to economic success. In this research paper we will discuss about advanced SWOT Analysis of E-Commerce which will comprise of strengths, weakness, opportunities and threats faced by e-commerce in current scenario.

KEYWORDS: E-commerce, competitive advantage, internet.

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