



TRANSITION TO E-COMMERCE

From start-ups to large corporations, more and more companies are moving their services online. Even single suppliers, such as craftsmen and farmers, are doing so. Shopping online is growing rapidly and covers a huge number of product categories and services.

For quite some time now, there has been talk of a revolution in e-commerce. It is clear that e-commerce companies are extremely successful and attract a huge global customer base. But what factors are driving this revolution, how does it benefit businesses, and what strategies are companies implementing to successfully transition to an e-commerce platform?

DRIVERS

Fast and convenient online shopping is extremely attractive to consumers. On the Internet, they can order what they want, at any time and from anywhere. The selection of goods and services is much larger, and the costs are often lower. Last but not least, this market never closes.



BENEFITS FOR THE BUSINESS

However, there are a number of circumstances that must be taken into account when transitioning to e-commerce. First and foremost, a business should assess its potential for a sharp increase in its customer base. This is particularly important for small businesses that have previously operated within a limited local area.

E-commerce opens up immediately the entire national market and even the international market, depending on the goods offered. This means that the company must be able to ship goods efficiently and within a reasonable time frame. Furthermore, solutions will be necessary for returned goods and management of returns.





WHAT STRATEGIES ARE USED FOR A SUCCESSFUL TRANSITION TO E-COMMERCE?

THE MOST IMPORTANT THING: SUCCESS DEPENDS ON TWO KEY PREREQUISITES:

1. how effective the service is
2. the consumer being delivered exactly the product they want.

When a business moves online, brand recognition is crucial for its success. A digital marketing strategy will aim to increase website traffic and will make an effort to receive positive customer feedback.

In addition to attracting customers, the scale of online offers will depend on two other factors: customer satisfaction and customer loyalty. It is necessary to consider how to make the customer experience positive at every step, from the moment they discover the offer to the actual purchase, including any complaints and returns.



If the business operates entirely online, its costs will be reduced by saving on the value of physical assets. Of course, storage facilities will not be eliminated and will most likely need to be increased in size. However, there is an opportunity to assess where the warehouse should be located based on an evaluation of the cost of storage and the execution of operations.

HOW IS E-COMMERCE RENTABILITY TRACKED?

First, we need to check whether the profits from online sales can compensate for storage costs. The increase in online trade will also generate additional costs such as logistics and customer support, and these elements must also be taken into consideration. This means that orders must be processed quickly, leave the warehouse without delay, and be delivered so that the customer does not have to wait for a long time. For many companies, these requirements are associated with the introduction of automation at the order management stage and at the goods delivery stage.



WHAT

ARE THE CLIENTS' EXPECTATIONS?

Customers expect returns to be processed quickly and efficiently. One option is to offer free returns, convenient access to return labels, or pickup for large items. Specially designated areas in the warehouse can be used for processing returns so that the movement of goods can be tracked and they can be easily found after being returned to the warehouse.

The use of these areas combined with intelligent inventory management means that returned goods can be picked up, packaged, and shipped with the next order, inventory is maintained, and overall warehouse efficiency is increased.

E-commerce giants use strategies for extremely fast order fulfilment. Orders are sent to the warehouse for pickup using intelligent online systems. Much of the processes in the warehouses is automated. Orders are checked using special software.

For small businesses, this is hardly logistically feasible, so they need to be careful about increasing the scale of their orders. However, there are strategies that can be implemented, such as automating the ordering stage through their own website.

There are numerous software systems that provide complete order automation and save time and resources for the company employees.