

Investing in e-commerce for jewellery retailers



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Reviews

An extremely wonderful book with perfect and lucid information. This can be for all those who statte there had not been a really worth reading through. Its been written in an exceptionally easy way and it is only after i finished reading this ebook in which actually modified me, alter the way i really believe.

(Kaelyn Reichel)

INVESTING IN E-COMMERCE FOR JEWELLERY RETAILERS



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Grin Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Bachelor Thesis from the year 2011 in the subject Business economics - Company formation, Business Plans, printed single-sided, grade: 1,3, - (University of Hull), language: English, abstract: AbstractPurpose: The purpose of this study is to develop a basic guideline for jewellery retailers for an investment in e-commerce by handling the important success factors, difficulties and risks.Design/methodology/approach: Firstly, analysing previous results for important successfactors, difficulties and risks general in e-commerce. Secondly, expert interviews with four ecommercestart-up managers and one consultant for the jewellery industry to analyse thespecial challenges in e-commerce for jewellery retailers. Thirdly, by combining these resultsand appropriate solution approaches based on the expert interviews and further literaturedeveloping a basic guideline how to handle these factors at an investment in e-commerce.Findings: Many general e-commerce success factors, difficulties and risks in e-commerceapply also for the jewellery retailers. For jewellery retailers the picture quality, page designand customer trust is more important as in other industries.Limitations: The focus of study and guideline is on e-commerce for B2C jewellery retailers,there is no examination about product development or selection. Furthermore it is focus onthe behaviours in western Europe and excluded the gems market.Practical Implication: The study helps jewellery retailers at their investment in e-commerceby facilitate to handle the important success factors and difficulties, as well as to protectionfor pitfalls by using the developed guideline.Originality/value: The study developed unique guideline for jewellery retailers for aninvestment in e-commerce. 76 pp. Englisch.



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