

MAKERERE UNIVERSITY COLLEGE OF COMPUTING AND INFORMATION SCIENCE  
BIT 2207 RESEARCH METHODOLOGY  
ASSIGNMENT ONE

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E- RETAILING

## **0.1 introduction**

According to PHILIP KOTLER, Retailing includes all the activities involved in selling goods or services to the final consumers for personal use. A Retailer or Retail store is any business enterprises whose sales volumes come primarily from retailing,

## **0.2 Background**

E-Commerce consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown dramatically since the large introduction of the Internet. A wide variety of commerce is conducted in this way, including things such as electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data interchange, automated inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web in at least some point in the transaction's life cycle.

## **0.3 Problem statement**

Business owners face a lot of hard problems within a store that are manual – what's the best way to layout a store, where do you place products and promotions; how can you test this quickly and make the best decision and apply it across multiple stores? This doesn't exist in the online world where data can identify problems and solutions quickly and engineers can solve them immediately (e.g. create a more personalized experience for each customer). There's a huge difference between solving problems with physical real estate versus online real estate.

## 0.4 Objectives

(i) To find out whether e-retailing is able to change the shopping experience of customer or not.

(ii) To find out Whether e-retailing is boom or curse for the customers and Companies

To find out the steps e-retailing format companies should take to increase the profitability.

To find out where people are interested in this modern way of shopping or that traditional way.

## 0.5 Scope

The study will be conducted around Kampala especially in different companies, retail shops and business stores in specific areas.

## 0.6 Significance

(i) The time and energy consuming characteristics of traditional marketing are avoidable with the perks that are attached to e-business which includes access to a wider market within and outside the country.

(ii) it is important to note that with the incursion of e-business, more SME (small-to-medium enterprise) startups are going to spring up since setting up stores on online marketplace platforms such as Eye Trade which are not capital intensive; needless to state how a myriad of job opportunities will also open up as a result of this development.