This article discusses ways to maintain e-commerce in India. The author analyzes the Indian market of electronics and the general economic structure in the country. He explains that the Indian market has become one of the fastest growing markets in the world. Thus, he began to attract more and more entrepreneurs and investments.

India has great potential in agricultural sector. The government can give subsidies up to 10 per cent of the value of production on fertilizer, water, pesticides, seeds and electricity. It can help in improvement of quality and quantity of product. India can export rice and other agricultural products to Japan and Korea fulfilling up to 4 per cent of their demand.

Based on a study of the federations of the Indian export organization, it can be said that Indian export is extremely competitive in some special areas, namely in those where it is much easier to adapt to the changing trends of the foreign market. For example: clothing, manual sewing, auto parts, and in general everything related to textiles. In these areas, it is quite easy to change the manufactured goods to a slightly different one, thereby adapting to the needs of the international market.

Important issue related to survival of Indian brands is that there is lack of commitment to product quality in the Indian producers. What is important is that the product should meet the consumer need. You may recall that when American Cars were best, those who could afford bought them. Today when Japanese cars are, the best everyone wants to buy them. This is the function of quality not of origin or of brand alone. Indian brands have been isolated since 40-50 years; therefore, the product quality does not stack up to international standards. In fact, branding is a process for adding distinctiveness to products

The author pays special attention to various issues that Indian companies may face, but first he talks about some techniques in marketing. First of all, he explains that the secret to the success of most popular companies lies precisely in the product that the company provides, and not in the tricks of marketers. Therefore, it is very important to understand the needs of consumers and anticipate their expectations, whether in the domestic market or in the market of other countries.

To succeed in the future, you need to create innovative products and follow the needs of the target audience of your product. To do this, you need to raise the quality standards of goods and services in your company. And finally, you need to improve not only your product, but also the entire infrastructure of your business. And these improvements need to be implemented in your business very quickly and often enough.

That is why successful businesses are so in need of innovations aimed at meeting the current and future needs of consumers. But it should be remembered that innovation should not be perceived as an increasingly intensive and extensive research and analysis of the consumer base; no quantitative analysis of consumer motivation or a market segment by quantification can be called a real alternative to innovation.

Understanding both of these aspects, the author posed three main tasks for e-commerce developers in India: an increasingly competitive market with new entrants providing excellent products and services, the subsequent change in most industries from the seller’s market to the buyer's market with conscious consumers of quality and price; and the need to succeed in the economy of globalization, using a potential market.

There are several options for solving these problems. The author suggests starting with an analysis of consumer needs, substantiating his position, showing us a number of popular products that used their innovations and technologies to meet consumer needs.

It is also very important to remember that it is not enough to monitor only the consumer and his needs, it is very important to follow your competitors and the steps they take. The main idea is that the path to the consumer always lies through competition. Because competitors are targeting the same consumers, marketers must anticipate a possible response when implementing their own strategy. But watching your competitors is not always so easy. It is very important to predict their actions in advance, otherwise you can lose the initiative.

The smart and intelligent executives have discovered that 'PACE' is another stratagem by which they can have an advantageous position in the competitive, crowded market created by the policy of liberalization. PACE is a principle that means increasing the speed of launching new products and re-launching old ones. This principle must be given special attention. PACE means responding quickly to changing consumer needs and preferences by creating different product variations. This means closing the gap between launching one product and launching another.

It is very important to check the effectiveness of PACE. For example, a series of quick starts hurts your opponent in many ways. This increases his entry cost, as he must catch the product that you launched, and also forces the opponent to allocate additional resources, which will inevitably affect his profitability.

At the end of the article, the author concludes that to achieve success in any competitive market, whether domestic or global, the application of the traditional approach will not be effective. The strategic approach should be focused on looking at the market differently than it did before liberalization. Companies must be innovative, both in terms of future opportunities and in terms of understanding consumer needs. Innovation must not only be quantitative. They must be fast, bold, dynamic. Now it’s clear that product innovation, quality management and technological updating can only matter when you watch your competitors. Pace only can increase market share, increase turnover, enhance dealer’s motivation, improve product viability, improve corporate image, lead to new technique, a new position in the market.