# Abstract

The article “E-commerce in India” was written by an unknown author, most likely in early 2000, 15 pages. The article describes the problem of what domestic Indian companies need to do in order to be competitive in market conditions.

Since 1985, a competitive, customer-oriented economy has been forming in India due to the liberalization of market entry rules. Over time, India has become one of the largest emerging markets. The first challenge associated with opening up the Indian market is the survival of Indian companies and Indian brands. The experience of the past shows that in whatever country multinational companies are allowed to enter their market, local brands quickly disappeared. The consumer is attracted to foreign brands produced by multinational companies, firstly, quality, and secondly, a status symbol and a new lifestyle. Those Indian brands that have a very clear positioning will survive. An important issue related to the survival of Indian brands is that Indian manufacturers do not pay due attention to product quality. In a liberalized economy, a market once won cannot stay forever for a particular company or product, unless the company is constantly engaged in technology and product innovations in accordance with the needs of consumers. Another important technology-related issue is that people are looking for a product that has a good image and is backed by good technology. If a company invested in technology and the quality of its products, then it will survive. Therefore, Indian manufacturers need continuous innovation and investment in innovation to survive. Creating a competitive advantage by entering international markets should be a conscious strategy. Some new directions to achieve a certain share in the global market: the services sector, agricultural sector, ready-made clothes. The only thing you need is to understand the needs of the consumer, improve the quality of the product, and add value through packaging and design. Competitive advantages can be added by introducing and improving the necessary technologies and marketing strategies for a changing situation.  
All successful brands have designed and developed products based on anticipation of consumer needs and expectations. The second important issue was the need to be “unique”, “innovative”, “have a positioning”, etc. Thirdly, the secret to the company's success is the product itself, and not any other marketing equipment or resources. The sheer power of resources is not a prerequisite for success and competitive advantage; it is important to be competitive in the future — this means being innovative in the product in accordance with the needs and expectations of the consumer, and therefore there is a need to improve the quality standard of products and services; finally, innovations will have to be applied in every segment of the business, retail, general management, quality structure, and even financing beyond this speed with which they are implemented now. Innovation seems to come more from the inner thinking of courage and intuition. The speed with which you accept and improve the launch and re-launch of the product, using the technology, how quickly your plans implement any strategy, is very important. The old marketing system today may not be useful — instead of the right marketing knowledge, the right actions are needed. Now it is no longer possible to confine oneself only to monitoring consumers, it is also important to monitor competitors and anticipate their movements in advance. In a broad sense, a marketer must follow the three “C” — consumer, competition, value.  
Indian manufacturers in the current situation of global competition should identify PACE as one of the important elements of a marketing strategy. PACE means increasing the speed of launching new products and restarting old products. This suggests that you need to be innovative in terms of product quality, but be fast. Secondly, this means reducing the gap between the first and subsequent launch and conducting several brand launches in a short time. Thirdly, it means a quick response to changes in consumer needs and preferences by creating brand variations. Fourthly, this means the adoption of rapid system design to keep pace with the times, with new global trends, and to control the quality of production. PACE helps create a new segment and dominate this segment; wins promiscuous consumer; revives a falling brand; can compensate for the fact that you are the last; gives products a lifetime technological advantage. All claims of the author are supported by examples.

Summing up, the author concludes that it is necessary to understand consumer behavior in the context of global competition and to change the approach to strategic marketing. To succeed in any competitive market, companies must be fast and innovative in terms of future opportunities and understanding consumer needs. It is also necessary to closely monitor the actions of competitors. Most likely this material is outdated due to its age, but it may be useful to marketers to learn the history of marketing in India in 1980–2000. The material at the time of writing was modern.