



A MODERN ICT TOOL FOR BUSINESS SUCCESS: E-COMMERCE SYSTEMS

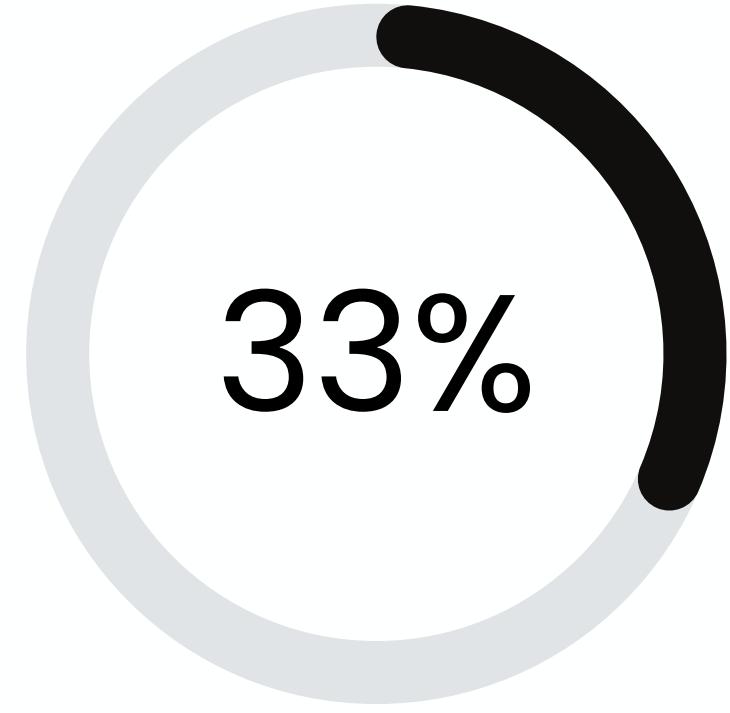
Introduction

Technology has changed how businesses sell products.

Today, many companies use e-commerce to reach customers anytime, anywhere.

More than 2.6 billion people shop online every year

E-commerce is popular because it is easy, fast, and convenient.



33%

this is about 33% of the world's population

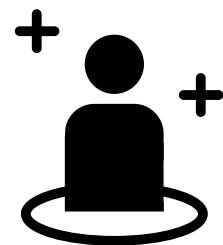
Benefits of E-Commerce



WIDER CUSTOMER REACH (LOCAL & GLOBAL).

E-commerce allows businesses to reach a much wider audience.

Products can be accessed by customers from different cities, regions, and even other countries, without physical limitations.



FAST DIGITAL PAYMENTS FOR SMOOTHER TRANSACTIONS.

E-commerce supports various digital payment methods such as e-wallets and online banking. This makes the payment process faster, more efficient, and reduces the need for cash transactions.



OPEN 24/7, NO TIME LIMITS.

One of the main advantages of e-commerce is that online stores are open 24 hours a day. Customers can shop at any time based on their own schedule, including nights, weekends, or holidays.



CUSTOMERS CAN BROWSE PRODUCTS, COMPARE PRICES, AND READ REVIEWS EASILY.

Customers can easily browse many products in one platform.

They can compare prices, check product details, and read customer reviews to make better purchasing decisions.



WHY E-COMMERCE IS SO BIG?

WHY?

Because, online shopping saves time n offers more information.

Clear product photos, descriptions, and reviews help customers feel confident before buying.

This makes the shopping experience simple and comfortable.

Challenges of E-Commerce

- Risk of data leaks, hacking, and fraud.
- Website errors or slow loading can stop transactions
- Customers cannot touch or check products directly.
- Very strong competition in online marketplaces.

PRODUCT PROMOTION THROUGH TECHNOLOGY

Technology helps businesses promote their products more easily.

Through Instagram and TikTok, businesses can use photos and short videos to attract customers.

In online marketplaces, they can promote products using discounts and sponsored ads.

This makes product promotion faster, more effective, and able to reach more customers.

Conclusion

E-commerce helps businesses reach more customers and makes shopping easier.

However, businesses must improve security, fix website issues, and offer good customer service.

With proper management, e-commerce can support business growth and meet customer needs.

THANK YOU

ANY QUESTION?