Think of yourself as the one in-charge of developing a fast-growing start-up’s e-commerce presence. You might be considering your options for building the company’s e-commerce presence in-house with existing staff or outsourcing the entire operation. Choose which strategy you believe is in your company’s best interest and create a report featuring your position. Why have you chosen that approach? Consider also the estimated associated costs, compared with other alternative.

I would build the company’s e-commerce presence by developing the existing staff the company already had. Since it is a start-up, this is the best time to train and develop the skills of the staffs to the specific needs of the company. This will improve the quality and value of my company to have well-trained and experienced employees that are suited for job since e-commerce is building services and systems. Although in-house may require investing in trainings, it will result in employees that are skilled and competent for the projects that will reduce the need of the company to outsource in the future. Having that kind of team that works on your platform full time can be a long term asset to the company because it actually saves you time in finding the right partner to outsource your operations and lessens the risks of future misunderstanding and disagreements with the outside contractors. In-housing also gives the company full control in the entire operation, direct contact with the customers and a higher chance of a better outcome. In addition, the advantage of in-housing is you have accessible staff that is ready whenever you need to troubleshoot issues or maintain you e-commerce platform since your staff are the ones who build it, it is easy for them to correct the problem without worrying to contact the remote workers.

Outsourcing can also be costly, especially if you are just starting. It is possible that you do not have enough budget yet to hire an outside agency to do the job. Services that are outsourced regularly means you have to pay continuously for regular maintenance. Another downside of outsourcing is you are not the only customer they are working with and the chance that they are using the same strategies and outputs are high. They will also just work on what you ask and pay for them unlike in-house operation where you can make your e-commerce exemplary that will stand out among your competitors and will be more beneficial since you’re a start-up e-commerce.