**Issues analysis and critical risk statement**

1. **Some issues in E-commerce**

**1.1. Spend a lot of money on advertising**

Usually, websites often do business on multi-user social platforms such as Facebook, Zalo, Instagram, ... to attract customers. However, there are a number of problems arising in the purchase and sale that cause shop owners to increase their advertising and sales costs. For example, on Facebook, changing the search filter caused a sharp drop in a sales interaction. That has caused many difficulties for retailers. With our book-selling website being sold on the website, the problem is that we are not well-known because we just started the business recently. Therefore, our initial solution was to focus on the strengths of our website for advertising.

**1.2. The approach to customers is still limited**

Currently, digital marketing channels are evolving while retailers are still in the habit of relying on only one type of advertising channel to drive customers to the store. Today, shop owners need to make more effective use of all channels. Such as Facebook Ads, SEO Google, Email Marketing, media events, etc. Thereby helping to find many potential customers to visit their offline or online store. Therefore, our book-selling website intends to use Facebook ads and SEO google to advertise our website.

**1.3. Advertising content needs to be thoughtfully invested**

Online store owners are spending a lot of money on advertising to drive traffic to their online store. However, everyone makes the mistake of investing a lot of money to run mass ads and paying little attention to the advertising content. For sales websites, content is the dominant key. Post content not only helps you to convey your message. It also has to hit the user's psychology. Not all potential customers have the same mindset. Therefore, online shop owners must create the right message for each target audience.

**1.4. There are few potential customers**

Acquiring new customers takes more time and money than retaining existing ones. Booksellers must implement tactics to make the most of their customer base to increase customer lifetime value. Driving quality traffic and nurturing leads is key to success. That's why we convert potential customers into long-term customers by continuously optimizing tools such as email marketing, website visitors, ad clicks, etc.

**1.5. Customers are impatient**

When shopping online, some customers will not know which product to choose to suit their needs, so they tend to contact the shop owner for product advice. Some stores with bad service will reply to customers very slowly, making shoppers feel unsatisfied with the quality of service because they must wait too long for the seller to reply to messages. This requires businesses to be online 24/7 and respond to customers quickly. With our website, customer care service will always be ready to advise customers as quickly as possible.

1. **Some risks in E-commerce**

**2.1. Customers cannot shop when the website fails**

After a period of developing a sales website, the number of visitors increasing day by day will lead to a slower access speed. Currently, on the days of product discounts or promotions, the number of customers massively accessing e-commerce sites will lead to the phenomenon of not being able to use the website as easily as looking up information. product information or use website features. With so many times, customers feel that the website has a bad experience and from there the website will forget, leading to brand abandonment. Therefore, we will try to optimize the access limit so that we can help customers not encounter situations such as network congestion or not being able to access the web.

**2.2. Safety issues in transactions**

During the transaction process on the e-commerce platform, the buyer needs to pay the seller via the Internet, which is one of the strengths of the sales website. However, if customers pay through unsavory websites or strange links, personal information will be exposed. A customer's personal information is related to many important things such as an address, credit card ... There have been many cases of credit card information being stolen to make a certain transaction for profit. for his own personal use. The database is a key element in e-commerce, data protection and integrity of customer data is an important issue. In order to ensure that customers use the website to pay bills via credit card or e-wallet, we will simultaneously choose reputable partners, as well as send an authentic message or email to customers for payment confirmation. This will build customer confidence.

**2.3. Customer trust factor**

Consumers are always worried about whether online purchases are reliable or not. They are always afraid of buying fake, imitation, and poor-quality goods when buying online because they cannot experience it directly before buying. Online goods depend directly on product suppliers, having many reputable suppliers will reduce the risk of purchasing. For example, on Shopee, there will be evaluation indicators for suppliers such as rating above 5 stars or the number of goods sold to provide users with a basic view of the supplier to choose to buy... The online shopping experience is quite enjoyable, but in exchange for a disadvantage is to prevent consumer behavior. For every product on our website, there are reviews and comments from customers who have purchased to help make the new customer not worry. For each problem order, we will apologize to the customer and will try to fix and compensate the customer as soon as possible.

**2.4. High level of competition**

The growth rate of the e-commerce industry is exploding. Because of that potential as well as rapid development, this field has become like a "piece of cake" torn into pieces by many businesses that are increasingly rushing to invade. In order to survive and stand firm in a fierce environment, businesses must ensure both management and operation factors and provide a convenient experience for customers. Moreover, the process of creating a positive and impressive shopping experience for customers is also an important issue that depends to a large extent on the platform and interface of the website. To be able to compete with other websites, we will optimize the best website. Besides, we will also have many incentive programs to attract customers.

**2.5. Haven't made a brand mark**

Some people think that when running a small personal online business, you don't need a name or a brand name, but only need to focus on product quality. However, if there is no shop name, no own logo, it is difficult for customers to remember the selling brand. Accordingly, customers only remember to bring the product to the store without remembering the name, so they can easily find other shops with easier to remember names with the same product. For this, we are trying to create a website with a distinct design and logo to attract users. Thus, maybe our website name will make an impression on customers.

**2.6. Delivery service is not professional**

With the online sales business, shipping services play an important role in delivering products to customers. In many cases, some delivery people have a bad attitude towards customers, or slow and careless delivery during transportation, etc. These things make customers uncomfortable and complain in the comments. about the product, and lead to their poor experience and impressions. Therefore, our website chooses reputable shipping companies, help buyers and sellers be satisfied as well as have appropriate compensation policies if there are unexpected cases.

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