**CONCLUSION**

After careful oberservation, it has come to my conclusion that e-commerce has undeniably become an important part of our society. The world wide web is and will have a large part in our daily lives. It is therefore critical that small businesses have their own to keep in competition with the larger websites. Since web developers have lowered down the prices for their services, it has become more affordable for small businesses to use the world wide web to sell their products. Although there are negative aspects of e-commerce, small businesses have tried to accommodate to the needs of the consumers. For example, one of the negative aspects of e-commerce is that consumers lack the advice and guidance of sellers, to accommodate that, they have customer service through the phone of online to answer any questions. It is also important to note that e-commerce does not benefit

all small companies equally. How much revenue a business gets from e-commerce depends on what kind of service it gives. For example, most people would like to try on clothes before they buy them, so it probably would not benefit a small business that sells clothes as much as a small business that sells home supplies or specialty books. Nevertheless, e-commerce does benefit any business even in small ways. This is why it is crucial to understand how e-commerce affects small businesses because it is becoming such a huge part of how society functions that it effects the economy greatly and whatever happens to the economy affects us. This is why is it important to understand this subject because in the long run, it will affect all of us.