



Investing in e-commerce for jewellery retailers

By Sascha Kurth

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risks.Design/methodology/approach: Firstly, analysing previous results for important successfactors, difficulties and risks general in e-commerce. Secondly, expert interviews with four ecommercestart-up managers and one consultant for the jewellery industry to analyse thespecial challenges in ecommerce for jewellery retailers. Thirdly, by combining these resultsand appropriate solution approaches based on the expert interviews and further literatured eveloping a basic guideline how to handle these factors at an investment in ecommerce. Findings: Many general e-commerce success factors, difficulties and risks in e-commerceapply also for the jewellery retailers. For jewellery retailers the picture quality, page designand customer trust is more important as in other industries.Limitations: The focus of study and guideline is on ecommerce for B2C jewellery retailers, there is no examination about product development or selection. Furthermore it is focus...



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