

## ABSTRACT

Babies and kids grow – fast. And the retailers tapping in to serve parents in need of toys, clothing, and gear are growing equally as quickly. Revenue for the baby care products market alone is expected to reach \$11.4 billion in 2018, on their way to topping \$13 billion by 2021. Online shopping is clearly gaining momentum with parents. Industry surveys show that parents spend two-thirds more money and three-quarters more time shopping online than their childless counterparts. Today, about 20% of baby products sales take place online—more than any other consumer packaged goods category. E-Commerce is now seen as a reality for many businesses and a normal part of a business plan. The immediate benefits, in terms of cost savings, efficiencies and enhanced profitability are clear at every stage in the supply chain. Adopting e-business is no longer a competitive advantage, but a normal business process, without which an enterprise is unlikely to survive in the New economy. Year 2000 saw many Dot-com companies built up and many companies going into E-commerce however now it is a different story, more and more companies are failing, and investors are becoming cautious to invest money into Internet ventures. There is more cash needed than was expected. Some of them had to get on the bandwagon as everybody else were and didn't want to be left behind, and now that the bubble has burst they are facing the consequences. This paper will aim to help companies to realize what they need to follow to have a successful business if they plan well and have a good strategy. Ecommerce sales will continue to rise as more companies improve their ecommerce offerings and parents continue to make the shift to online shopping.