PHASE \_4: CAD

E-commerce Role:

E-commerce Plays the same role just like a physical store. Consumers come into your e-commerce store, search for products and place orders without having any issues. Once the purchase is done, the merchant ships the product to them and records consumer feedback. E-commerce has escalated during the COVID-19 pandemic. The Function of eCommerce and   Both (consumers and the owner) have no choice but to give up this trend of shopping. The functions of E-commerce businesses only require spending a little money as compared to the brick and mortar stores. Small businesses enable online businesses to survive in the pandemic.

Functions performed

**Sell Globally**

In the eCommerce business, You can reach customers all around the world in each country anytime and anywhere. Your customer can make shopping through their mobile device as well. It helps to maintain the functions of E-Commerce in online businesses.

**24/7 Services**

E-commerce gives you the most potent and essential service of all time when customers purchase that product online. The functions of E-Commerce are part of this service which is provided by the merchants/owner of the website.

**Low-Cost Budget**

With the ease of Functions of eCommerce technology, You can set up your online platform with a minimum and affordable budget plan. This will help to set online business quickly.

**Customer Insights And Analytics**

By using the method of insights the merchants track the customer activity over their eCommerce store and also analyze his behaviour toward the store like where he jumped from, clicked on buy or not and many more. Functions of E-Commerce help to check the customer overview.

**Showcase Your Bestseller**

In the eCommerce store, you can display your bestseller product to attract your potential customer And begin the countdown to hike the sale.

**Increased Sales with Instant Response**

If you respond quickly when your customer had a query about your product. They make decisions as per your response and their doubt will clear to get a message from the merchant’s side. This process helps to increase sales.

**Remarketing Technique**

In an eCommerce store, You can remarket those people who come to your platform and add their product to the cart but didn’t buy. You can get their email address by a lead magnet by using the plugin widget in your online channel and connect with them after leaving your site by Emailing about the product which they added or showing some similar one.

**Encourage Your Impulse Buyer**

You can upload attractive pictures and put a timer on selected items in your inventory and test it out with your impulsive buyer and see their response if your impulsive shoppers continue social and browsing that one on the search engine so that they may buy that product.

Activities performed using e-commerce

Selling a product online is the most advanced method in trends and for the company, they must be more attractive and updated on their online store every day. There are several**Functions of the E-Commerce** industry And this is going to be the future of our in Indiaitse to his demand day by day. This eCommerce industry is huge and complicated with an enormous range of new advanced business ideas and unique products with**Functions of E-Commerce.**

It has become an integral part of our lives in many ways to buy and sell products and many of us rely on the eCommerce platform for daily requirements.

So here we will discuss abe important **Functions of E-Commerce**store.

* **Buy/Sell Products and services**
* **Find Unique Product**
* **Get the Best Deals**
* **Save the Time and Money**
* **To Give a Review of The Product**
* **Purchase anything globally**