

Investing in e-commerce for jewellery retailers



Filesize: 2.7 MB

Reviews

This pdf is so gripping and intriguing. I could comprehend almost everything using this composed ebook. You are going to like just how the article writer create this ebook.

(Miss Dakota Zulauf)

INVESTING IN E-COMMERCE FOR JEWELLERY RETAILERS

[DOWNLOAD](#)

To read **Investing in e-commerce for jewellery retailers** eBook, remember to refer to the link under and download the document or get access to additional information that are in conjunction with INVESTING IN E-COMMERCE FOR JEWELLERY RETAILERS ebook.

Grin Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Bachelor Thesis from the year 2011 in the subject Business economics - Company formation, Business Plans, printed single-sided, grade: 1,3, - (University of Hull), language: English, abstract: AbstractPurpose: The purpose of this study is to develop a basic guideline for jewellery retailers for an investment in e-commerce by handling the important success factors, difficulties and risks.Design/methodology/approach: Firstly, analysing previous results for important success factors, difficulties and risks general in e-commerce. Secondly, expert interviews with four ecommerce start-up managers and one consultant for the jewellery industry to analyse the special challenges in e-commerce for jewellery retailers. Thirdly, by combining these results and appropriate solution approaches based on the expert interviews and further literature developing a basic guideline how to handle these factors at an investment in e-commerce.Findings: Many general e-commerce success factors, difficulties and risks in e-commerce apply also for the jewellery retailers. For jewellery retailers the picture quality, page design and customer trust is more important as in other industries.Limitations: The focus of study and guideline is on e-commerce for B2C jewellery retailers, there is no examination about product development or selection. Furthermore it is focus on the behaviours in western Europe and excluded the gems market.Practical Implication: The study helps jewellery retailers at their investment in e-commerce by facilitate to handle the important success factors and difficulties, as well as to protection for pitfalls by using the developed guideline.Originality/value: The study developed unique guideline for jewellery retailers for an investment in e-commerce. 76 pp. Englisch.

[Read Investing in e-commerce for jewellery retailers Online](#)[Download PDF Investing in e-commerce for jewellery retailers](#)

Relevant eBooks



[PDF] Psychologisches Testverfahren

Click the web link below to download and read "Psychologisches Testverfahren" file.

[Download PDF »](#)



[PDF] Programming in D

Click the web link below to download and read "Programming in D" file.

[Download PDF »](#)



[PDF] Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Click the web link below to download and read "Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird" file.

[Download PDF »](#)



[PDF] New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Click the web link below to download and read "New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond" file.

[Download PDF »](#)



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Click the web link below to download and read "Adobe Indesign CS/Cs2 Breakthroughs" file.

[Download PDF »](#)



[PDF] Have You Locked the Castle Gate?

Click the web link below to download and read "Have You Locked the Castle Gate?" file.

[Download PDF »](#)