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Nowadays, the success and accomplishment of e-commerce has opened infinite doors to a wide spectrum of websites. Through these websites people can buy and sell products or services like TV, cell phones and alarm systems like ADT Alarm Systems as per their preferences. Especially in today's scenario, if the majority of businesses have offline stores and don't have an online presence associated with them, then they are most likely going to lose out on many key opportunities that are capable enough to take them to new heights.

It is a well known fact that e-commerce or you could say electronic commerce deals with the activity of selling and buying products or services online. It allows owners to carry out their business online without the innumerable barriers such as time, distance, etc. Also it provides a user friendly platform where offline store owners can easily take their business online.

Now let us check on the importance of e-commerce and how much influence it has on the business.

Earning Profit

It is a significant dream of every seller to earn higher revenue. Since being one of the foremost dreams, many offline business persons have to invest huge amounts in setting up and running their business. Due to this, they are unable to invest funds in other business activities like promotion, infrastructure, etc. But nowadays, almost all businessmen are heading towards e-commerce by taking their business online. They have realized that setting up an online store is a wise decision.

Securing the Transactions of the Customers

With so many frauds and identity thefts taking place, customers want to be sure of the quality of products and safety of the payment transaction in which they are involved. So earning the trust of the customers is very difficult. Customers visit online stores for product information, product review, and other things. When it comes to making payment online, they are not comfortable. That is why customers are seeking different channels to buy products. This has led to many online stores to adapt more stringent security measures which in some cases are safer and better than those in offline shopping.

Multiple Payment Option

Many of us like to indulge in the experience of shopping. Sometimes while shopping at retail stores, you may be short of cash or your credit card is not accepted by the store. This can be very much frustrating and demoralize your enthusiasm in shopping. Usually the absences of multiple payment options and the lack of flexibility can raise hurdles between the customer and brand. With the advent of e-commerce, most online stores provide multiple payment options which customers can choose, without worrying about anything. Payment options like credit card, debit card, net banking, vouchers and cash on delivery make online shopping a life saver for many of us.

Unlimited Product Sales

For most of the business, the major disadvantage was selling a limited number of products. Basically due to lack of physical space and logistic limitations, many of the business were forced to sell the only limited set of products. But nowadays, where people have less time and more purchase power, they opt for such stores where they can buy all the desired goods under one roof. That's also

without spending much time and efforts. So with the power of e-commerce, store owners have the opportunity of showcasing and selling an unlimited number of products.

Global Sales

Offline businesses are bound to sell their products within a specific area only as it's not easy for them to sell globally. Promoting a business globally involves a lot of time and money. Whereas by starting up an online store there is no such limitation. Selling online allows store owners to sell their products to their customers worldwide, 24/7 without much effort.

Frankly, now is the appropriate time for store owners and business persons to take e-commerce seriously. The abundant features of e-commerce make it a quite useful tool for business development.

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