

Rise and Rise of E-Commerce and Online Sales

Over the last few years there has been continuous growth in the number of small and medium sized businesses boasting an E-commerce presence on the web. Every indication is that this trend will not only continue, but will grow even more rapidly as more and more businesses see the benefits to be gained.

The reasons why some businesses have not yet adopted e-commerce are mainly down to perception. The Internet is seen as being a place where anything might happen, there are concerns over security and over the costs of building a suitable website. Business owners with little or no appreciation of the technology are wary of destructive viruses and shady practices that often hit the headlines. It is therefore perhaps unsurprising that some businesses are reluctant to take the plunge.

Those that do decide to have an e-commerce website built have most likely educated themselves as to the current situation online, and not relied on outdated gossip. They have discovered that online sales security, while a bit flaky in the early days, is now very safe and dependable due to the vast improvements made in data encryption. They have also discovered that building a stable internet presence is not prohibitively expensive and in fact, are usually delighted to find out just how inexpensive it can be.

Of course, there will always be some goods or services that simply do not lend themselves to online sales. But that doesn't necessarily mean that the company has no need for an e-commerce website. They may not be able to sell their main product online but they can use the website for advertising purposes. With a little thought they may even be able to find a complementary product that they can sell. The benefits would be more than just the sales from the complementary product, as the company would be promoting their main product as well.

One major reason for the rise in e-commerce has been the rapid take up of high-speed Internet connections. Broadband was a long time coming but the faster access and download speeds have opened up endless possibilities for more and more businesses. Security is no longer a real cause for concern, and e-commerce for small and medium sized businesses has suddenly become even easier.

Another indicator that the rise of e-commerce is finally reaching a critical acceptance point is that customers are reporting increased satisfaction with the e-commerce sites they encounter. This is most likely due to companies embracing and deploying the latest technologies in e-commerce, indicating that



the emerging industry is finally coming of age. People are also becoming more and more computer literate and more receptive to the idea and convenience of shopping online.

More and more businesses are beginning to realise the benefits of having an Internet presence and in many cases for those already there, online sales now exceed their traditional store sales. The technology is now in place to offer a safe shopping experience for customers. The costs of building and maintaining an e-commerce site are no longer prohibitively expensive and together these factors can only result in the rise and rise of e-commerce and online sales.

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Bad Robot Design Agency

We're experienced marketers, so we know how to help you fire up your business engines and become a roaring success in your marketplace

And our IT and Internet expertise means that you're going to be as visible online as off-line.

Because we believe you deserve nothing less than **a remarkable service**, we also work with a number of outstanding individuals who share our passion and pride for delivering. So if we don't have the expertise you need in-house, with our associates we can put together a **team that works for you**.

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