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# E-commerce: SMEs and electronic retailing (the B2C model): e-tailing the way forward: case study - Kouross Fashions Ltd

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SUBJECT: E-COMMERCE

SMEs and ELECTRONIC RETAILING (THE B2C MODEL)

ENTITLED

E-TAILING THE WAY FORWARD:

CASE STUDY - KOUROSS FASHIONS LTD

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## ABSTRACT

As globalization of the business world unfolds, competition is dominated to the global economic marketplace, making a business objective more difficult to accomplish. Therefore the companies are seeking for strategies in order to enter this game, known as competition.

Due to this merge of national economies and industries into one global, independent marketplace, businesses are competing on a global level. This shift in the business world, led to the increase of mergers and acquisitions, takeovers and to the rapid revolution of e-commerce.

This project is designed to analyse and examine how SMEs can adapt e-commerce which in turn helps them to compete on a global level, with reference to the case study and apparel e-tailing. The project hopes to provide an understanding of the benefits of electronic retailing especially in the clothes industry towards SMEs such as Kouross Fashions Ltd.

The following report targets to acknowledge readers with the features and importance of e-commerce, highlighting the B2C e-commerce business model **e-tailing**, and from the case study research on a small apparel retailer (Kouross Fashions Ltd), try to understand their attitude towards e-commerce and try to provide recognition of e-commerce benefits to an SME, so ~~mat~~ *that* the business rethinks implementation of e-commerce solutions.

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