

Advantages of Ecommerce:

1. Simple. Easy and Fast Buying

It provides Faster buying process, just by selecting the product, adding into the cart and that's it!

2. 24/7 Availability:

In traditional commerce it's very difficult to adopt 24/7 availability of the Store or business, on the other end, in E commerce it's very easy to remain available for 24/7

3. World Wide Market:

In traditional businesses, business is limited to 1 town or city. While, in E Commerce you extend your business easily wherever you want! It's very easy to sell your products in all over the World

4. Accessible at any location:

In traditional business, you need to be location specific! But with the help of E commerce, you can manage and run your business anywhere anytime!

5. Reduced Infrastructure Cost

In traditional business you need to pay a high amount of money if you want to start or run your business, but in ecommerce businesses, infrastructure costs are really high!

Example:

Site or store (Where we sell), Furniture inside the store, Designing and decor, electricity and other bills, etc...

6. Easy to re-target

In order to complete Ecommerce transactions you get customer data, like email, phone no, address etc! Which helps the store owners to re-target them in order to notify about their stores updates.

Example:

- People re target the customer with the help of "Facebook Pixels"
- Sellers target the customer with their emails.

- Seller notify about the sales and updates on phone number

7. Easy to Research the market and products

In e commerce, we know about our competition and competitors. With the help of the internet and various tools available on the internet, we can research the product, either we need to sell it or not! While we can easily research the market as well with the help of various tools and the internet!

Example:

- We have various tools for the internet like “ google keywords planner” that helps us in finding opportunities and competition on the internet!
- For each market like Amazon, ebay, there are various tools to help us in finding the opportunities of the products.

8. Immediate process of Online transactions

You are not supposed to carry the cash anywhere, just share your account or micro finance account information and you can collect or pay with the help of just one click!

Example:

- Paypal is used globally to collect the payments worldwide!
- Credit cards help us in shopping from our bank!
- Jazzcash, easypaisa also working NationWide!

9. Customer Satisfaction proofs and testimonials

10. Low upfront and business costs
11. Reduced time in searching of the product
12. Online business popularity
13. Environment Friendly
14. Saves time and Money
15. Wide variety of products
16. Dropshipping model
17. Improved Cash Flow
18. Business analysis and Growth
19. Product information
20. Faster response to Buyers

DisAdvantages of Ecommerce:

1. Security Issues
2. Long Shipping times
3. Quality Issues
4. Taste and Smell
5. Fear while Buying
6. Shipping Charges
7. Frauds and Scams
8. Data Leak and Selling
9. Technical issue like down time
10. High amount of competition

Advantages of Traditional Market:

1. Daily payment and cash flow
2. Testing or trying the product before buying
3. Instant Product in Hand
4. No Shipping Costs
5. Low Scams and fraud
6. No Security issues
7. Secret Buying
8. Personal satisfaction
9. Easy and quick return
10. No need of internet
11. Traffic control process

DisAdvantages of Traditional Market:

1. High infrastructure costs
2. High upfront and monthly overheads
3. Limited Customer for locations
4. Limited working hours
5. Difficult to re target the customers
6. Resource required to entertain the customers
7. Restriction of policies like Timing and days
8. Difficult price and product comparisons
9. Feedbacks and reviews are not manageable
10. No record of the customer