

2012

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

Samani, Maria

Business Administration Programm, School of Economics Sciences and Business, Neapolis University Paphos

<http://hdl.handle.net/11728/7381>

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository



SUBJECT: E-COMMERCE

SMEs and ELECTRONIC RETAILING (THE B2C MODEL)

ENTITLED

E-TAILING THE WAY FORWARD:

CASE STUDY - KOUROSS FASHIONS LTD

BY

MARIA SAMANI

MBA

Neapolis University Pafos

Pafos, Cyprus

2012

Submitted to the Faculty of NEAPOLIS UNIVERSITY PAFOS

The Degree of

MBA

SUBJECT: E-COMMERCE

SMEs and ELECTRONIC RETAILING (THE B2C MODEL)

ENTITLED

E-TAILING THE WAY FORWARD:

CASE STUDY - KOUROSS FASHIONS LTD

Advisor

Dr. Vassiliki Delitheou

Program Director

Dr. John Politis

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.

ACKNOWLEDGEMENTS

I would like to thank Mr. Yiannis Papaioannou and Mr. Stefanos Economides of Kouross Fashions Ltd for providing me with the opportunity to interview them and obtain information needed to complete the project. I would also like to thank employees of Kouross Fashions who completed the questionnaires and help me to better understand the attitude of the business towards e-commerce. Mrs. Vasiliki Delitheou was a superb tutor and supervisor! Many thanks are due for her help provided to succeed my overall objectives of the task. I would also like to thank my family Soteris Samanis, Anastasia Samani and Aggelos Stavrou for their support.

TABLE OF CONTENTS

CHAPTER ONE	9
1. Overview	9
1.1 Motivation	9
1.2 Purpose of this project	10
1.3 Organization's history and background (Kouross Fashions)	11
1.4 Research Aims and Objectives	11
1.5 Report Outline - Route map	11
CHAPTER TWO	16
2. E-commerce	16
2.1 E-commerce features and definition	16
2.2 E-marketplaces	19
2.3 E-strategy	20
2.3.1 Overview	20
2.3.2 E-strategy defined	20
2.3.3 Strategic planning	23
CHAPTER THREE	24
3. Electronic Retailing (E-tailing)	24
3.1 Overview	24
3.2 E-tailing defined	25
3.3 Retailing vs. E-tailing	26
3.4 Reasons for lack of apparel e-tailing sales on the internet	31
3.5 Characteristics of a succesful online retailer	32
3.6 E-tailing importance for SMEs	32
CHAPTER FOUR	33
4. SMEs need to embrace e-commerce	33
4.1 SMEs overview	33
4.2 SMEs attitude and constraints towards e-commerce	33
4.3 SMEs benefits	35
Literature Review Summary	35
CHAPTER FIVE	37
5. Kouross Fashions Ltd	37
5.1 Research Methodology	37
5.2 The methodology and approach	38
5.3 The Use of Questionnaires	38
5.3.1 The importance and limitations of questionnaires	39
5.4 Questionnaire design	40
5.5 Case study Overview	41

5.5.1 The case study	41
5.5.2 Organizing the interviews	42
CHAPTER SIX	43
6. Result Analysis and Findings	43
6.1 Interview one with Sales Manager	43
6.2 Interview two with Chief Manager	44
6.3 Summary of interviews' findings	45
6.4 Kouross Fashions Employee Questionnaire Results and Analysis	45
CHAPTER SEVEN	49
7. Conclusions and Recommendations	49
7.1 Recommendations	49
7.1.1 Kouross Fashions 'need' for implementation of e-commerce	49
7.1.2 The evolution of the virtual try-on model	50
7.2 Conclusion	51
REFERENCES	52
APPENDICES	56

LIST OF CHARTS AND FIGURES

Chart 1	47
Chart 1	48
Figure 1	19
Figure2	22
Figure 3	25
Figure 4	34

LIST OF TABLES

Table 1	46
Table 1	46