

# RESEARCH PROPOSAL

## THE EFFECTS OF ELECTRONIC COMMERCE IN THE BUSINESS

### COVER

#### 1. Research Question

- 4 What is the impact of E-commerce in the local market?

#### 2. Objectives

##### 4 General

- i. To describe the impact of E-commerce in companies and new businesses.

##### 4 Specific

- i. To analyze the way companies implemented the usage of e-commerce in their business models.
- ii. To identify the needs of the usage of E-commerce in local firms.
- iii. To illustrate the usage done of E-commerce by local companies and businesses.

#### 3. Justification

The E-commerce globally has been very important for the markets in the last years, since the beginning of internet many companies started to move to this new type of media that makes in some way easily for the people not only to make or create businesses but for everything.

This journal explains the ways in which electronic commerce is impacting positively on the business and enterprises of local trade. Means the simple way that the use of this tool has facilitated and has increased the sales and business between individuals and companies.

The research is located in the country of Colombia in the city of Bucaramanga and its metropolitan area based on facts, giving examples of companies that have excelled in the market thanks to this new method of marketing, and also the manner in which this medium has also led to the birth of new types of business.

It is necessary to learn about this so that you can analyze different ways to excel in the markets using this new method, and in this way, new companies that want to learn of the use of electronic commerce can by means of this journal see the experiences and practices of others.

#### 4. Theoretical Framework

4.1 The way companies implemented the usage of e-commerce in their business models.

4.1.1 Reasons that encourage the use of e-commerce

4.1.2 Ways in which companies started using this

4.1.3 How companies began to use this method

4.2 The needs of the usage of E-commerce in local firms.

4.2.1 Advantages of using this E-Commerce

4.2.2 Disadvantages of using this E-Commerce

4.2.3 Opportunities gained

4.3 The usage done of E-commerce by local companies and businesses.

4.3.1 Purpose of this method

4.3.2 Tools used for this implementation

4.3.3 Internet the most important tool

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