



## Investing in e-commerce for jewellery retailers

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Grin Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Bachelor Thesis from the year 2011 in the subject Business economics - Company formation, Business Plans, printed single-sided, grade: 1,3, - (University of Hull), language: English, abstract: AbstractPurpose: The purpose of this study is to develop a basic guideline for jewellery retailers for an investment in e-commerce by handling the important success factors, difficulties and risks.Design/methodology/approach: Firstly, analysing previous results for important success factors, difficulties and risks general in e-commerce. Secondly, expert interviews with four e-commerce start-up managers and one consultant for the jewellery industry to analyse the special challenges in e-commerce for jewellery retailers. Thirdly, by combining these results and appropriate solution approaches based on the expert interviews and further literature developing a basic guideline how to handle these factors at an investment in e-commerce.Findings: Many general e-commerce success factors, difficulties and risks in e-commerce apply also for the jewellery retailers. For jewellery retailers the picture quality, page design and customer trust is more important as in other industries.Limitations: The focus of study and guideline is on e-commerce for B2C jewellery retailers, there is no examination about product development or selection. Furthermore it is focus...



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