

Investing in e-commerce for jewellery retailers



Filesize: 5.39 MB

Reviews

The book is straightforward in go through better to understand. it had been writtern quite flawlessly and valuable. You can expect to like the way the author publish this book.

(Reyes Murphy)

INVESTING IN E-COMMERCE FOR JEWELLERY RETAILERS

[DOWNLOAD](#)

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 on the behaviours in western Europe and excluded the gems market.Practical Implication: The study helps jewellery retailers at their investment in e-commerce by facilitate to handle the important success factors and difficulties, as well as to protection for pitfalls by using the developed guideline.Originality/value: The study developed unique guideline for jewellery retailers for an investment in e-commerce. 76 pp. Englisch.

[Read Investing in e-commerce for jewellery retailers Online](#)[Download PDF Investing in e-commerce for jewellery retailers](#)

Related Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read PDF »](#)



Programming in D

Ali Cehreliz 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read PDF »](#)



Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to...

[Read PDF »](#)



New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Paperback. Book Condition: New. Not Signed; This is Book 2 of CGP's SAT Buster 10-Minute Tests for KS2 Grammar, Punctuation & Spelling - it's a brilliant way to introduce English SATS preparation in bite-sized chunks....

[Read PDF »](#)



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Read PDF »](#)

**Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents

[Download PDF »](#)

**Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large**

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who

[Download PDF »](#)

**Odes Funebres, S.112: Study Score (Paperback)**

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Liszt composed three Odes funebres between 1860 and 1866, shortly in

[Download PDF »](#)

**Shepherds Hey, Bfms 16: Study Score**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English

[Download PDF »](#)

**From Kristallnacht to Israel: A Holocaust Survivor's Journey (Paperback)**

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. In the 1930s, as evil begins to envelope Europe, Karl Rothstein

[Download PDF »](#)