

# Flipkart case study

Business



Research Proposal Title of Research:- The effectiveness of e-commerce strategies In the current business environment (Flippant) Rational behind this topic:- This research is proposed to determine the effectiveness of e-commerce strategies in the current business environment.

Research will tell how e-commerce strategies play an Important role for the firms to facilitate competitive advantage in this era of digital airfare In today's competitive business world, having an online presence is more important than ever. This Is particularly true If businesses wish to grow, extend their sales, and reach customers they might not have reached before. Commerce sites enables businesses of all sizes to reach their target range of customers without being physically present. Since the rise of the Internet in the mid to late asses, companies have listed their products and services for sale online.

People have caught on, and many enjoy the benefits and ease of being able to browse for products on e- commerce marketplaces from the comfort of their own homes.

In effect, commerce marketing has become more important than ever for businesses to stay afloat. In fact, businesses can lose customers or revenue by not maintaining an online presence. Source: <http://www. Infra. Com/blob/why-is-e-commerce-important/>

Research Alma and Objectives: I en mall alma AT tens research Is to leant TTY now ten e-commerce strategies are facilitating competitive advantages for the firms in the global competitive and digital business environment.