

Example of ebags reflection essay

[Business](#), [Company](#)



EBags reflection

I have found this case interesting because of many features and factors that are driving technology and growth in this case. In this era of technology, this case study of EBags intrigues me with the driving force it has in technology. The Internet has been known to provide the best and most effective platform for marketing both local and international products. It is the most economical, to say the least. However, there is more than meets the eye with online commerce. I am happy that EBags adopted online retailing, and they are developing it to match the current trends in technology. It is interesting and in tandem for a company to understand the need to make use of technology for their own good. The online marketers look for efficient ways of reaching their online audience while, at the same time, they are supposed to minimize expenditures.

EBags have been regarded on as the most growing companies in using e-commerce as per the Retailer magazine's Top 50 Websites. It is also clear through their financial statement that their company is capable of boasting a seventh consecutive quarter as they will experience a positive cash flow; additionally, their second consecutive quarter will also be composed of profits. EBags growth analysis in connection with the evolution of e-commerce which has come into place indicates that there is a possibility of it expanding its business to other regions as well as expanding business to other goods and services.

EBags started implementing the use of information systems in the Internet arena by introducing online ordering and then making sure that the ordered items are packaged and taken to the agreed-upon store. With the use of

online retailing systems, customers are able to save time because they could get the products by ordering online and not having to go around looking for products. With the introduction of online commerce features, EBags has managed to increase the customers and majorly coming from the online community. The shopping process was simplified with the use of this online information system; it did not try to bring about a new shopping process. It made the shopping process to be simple and efficient. What is more, the new system was very familiar to the people. These are the steps that intrigue me.