

***Author: Dr. Mohammed Al Muhtadi***

***Title: E-Commerce Benefits For Yemenis***

E-commerce doesn't have as many entry restrictions as normal business. Small businesses can easily enter in this field.

Maintaining an online store is less expensive than a physical store. You can save up on salary and rent payments. It doesn't take too many people to run an online store.

The reduced cost enables businesses to offer bigger discounts to a customer which is extremely vital in this competitive market.

The business can get customers at any hour of the day as a website never sleeps.

An e-commerce website widens the target market by reaching out to people geographically distant from the business' physical location in and outside Yemen.

As the number of people using Internet is increasing day by day, a website provides greater exposure through search engine visibility.

Marketing for an e-commerce website can be made cost effective through social media and search engine traffic.

Customers can spend more time shopping as online stores do not require them to move between aisles searching for stuff. They can easily navigate through categories to find new things.

E-commerce websites can include user reviews and ratings for products and services. Potential customers can read them and be influenced. It can even make some people buy something even if they did not initially plan on buying it.

There is no limit to the amount of information that an e-commerce website can provide. It can answer all of a customer's queries without involving sales personnel. This helps to relieve doubtful customers.

Another advantage of e-commerce website, which can give an edge to online stores, is to provide comparison shopping. The website can have an option of letting customers see the prices offered by different stores. More often than not, it will help to positively influence customers.