**How ecommerce has changed the retailing in current situation? Give a few relevant examples.**

In Current Situation big cities like Karachi, Lahore and Peshawar are under complete lockdown and people are not able to buy or sell anything means the business is near to stop. So here comes E-business or ecommerce which is generally a new idea in Pakistan, but it is shape a new reality in terms of retail buying and selling means one do not have to go to market physically for buying and evaluating the price and quality of consumer goods all of it can be done online.

Example: Daraz.com or Hummart.com (an online store which delivery grocery at your doorstep)

**Discuss a few drawbacks of ecommerce?**

* Internet accessibility is an issue.
* People can trust a non-physical entity.
* Privacy issues.
* Start-up cost is very high.
* Not having any regulatory authority makes standard sometime very poor.

**Discuss in detail different factors that contributed towards enormous growth of ecommerce?**

* Technology: increase in the infrastructure, bandwidth availability.
* Political: making required legislation, providing incentives ( in India government provide tax incentives to those business which do business using electronic transaction)
* Social: Increase in the literacy rate, access to the technology.
* Economic: People have good average income are tend to spend good and good average income means that they can also have access to technology etc.
* Cost Effectiveness: having no middle man means that companies can directly contact their costumers and thus reducing the cost.
* High Competition.
* Global Reach: now companies are not limited to a certain geographical location, they can reach to their customers globally.
* 24/7 Availability: companies aren’t time bound they can run their operation 24 hours of the day and 7 days a week.

**Keeping in view the discussion of consumer oriented ecommerce, in your opinion what are the three most important key success factors that contribute towards the success of any e-retailer?**

* Product Quality: People often buy those items whose quality is good and the success of E-retailing depends upon the good quality of their products because people tend to believe the word of mouth and a one customer buys a product online and it has good quality he/she will tend to next time use your service and suggest it to other if someone asks.
* Pricing: competition in market is increase day by day and in e-retailing people can easily compare the price and in a perfect market one with the cheapest price will sell more.
* Shipping: the issue every one now a days is facing in E-retailing is of the shipping of the product which some time shipped late or damage product during shipping so companies have to consider their shipping options/ partner very carefully, which can make them market leaders.

**Elaborate the concept of “specialization by function”. Write a summarized review of a website that is designed on such concept.**

Some online retailing websites offer a specialty that no other offer or it is hard for them to offer it. Their specialty makes them unique in the market making them market leader in their service. There is a website named yatra.com it specializes in booking hotels for travelers but what it specializes is in the price of booking of room. It compares all online websites whom are offering room booking for same hotel and then compare prices for the customer so that he/she able to pay the least amount for their booking.