E-COMMERCE – AN EMERGING OPPORTUNITY

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ABSTRACT

The E-Commerce is a latest technology related with commerce and computer. E-commerce is the exchange or transformation or buying and selling of goods on a very large scale. In another words e-commerce is to conduct business by using IT. Their success depends on their understanding of the market and offering various types of features. E-commerce may also refer to electronic data interchange (see EDI), in which one company’s computer queries the inventory and transmits purchase orders to another company’s computer. This paper gives an overview of the future of E-Commerce in India and discusses the future growth segments in India’s E-Commerce. Also find out various factors that would essential for future growth of Indian E-commerce & acknowledge the various opportunities for retailers, wholesalers, producers and for people. In this paper we found that the overall E-Commerce will increase exponentially in coming years in the emerging market of India.