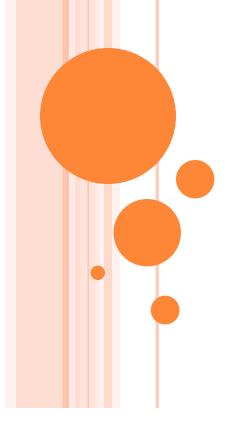
BBA-402

Marketing Management

The Marketing Concept

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Importance of E-commerce

- Benefits include: better quality, greater customer satisfaction, better decision making, low cost, high speed and real time interaction
 - Customization
 - New markets
 - Efficient use of resources
 - Employment opportunities
 - Quick and speedy disposal of customers
 - Managing competition

Future of eCommerce in India

- India have World's 2nd largest user base in June 2014 with 243
 Million users surpassing U.S.
- eCommerce to contribute around 4% to GDP in India by 2020
- The sector will generate 1.5 Million jobs by 2020
- eCommerce is pegged to be worth \$56 Billion by 2023
- And will control 6.5% of the total retail market by 2023

Source: ASSOCHAM report & 30 KPMG Report

