

Published based on [Internet Sales Or How To Survive In The Conditions Of Crisis?](#)

Internet Sales Or How To Survive In The Conditions Of Crisis?

In the conditions of crisis the main problem for the seller is to find the buyer and for the buyer the main task is to find that place where is possible to buy the necessary goods under the lowest price. The situation has led to that now many manufacturers have started to search for new alternative trade channels for an exit on the potential buyer.

The wholesale and retail markets, first of all, have addressed to minimisation of expenses for the organisation of marketing activity in retail points: the personnel, rent of a floor space, logistics. There was nothing when to reduce, the companies have addressed to other ways of the organisation of sale.

The Internet became one of the most widespread recently channels of communications and sales and this tendency has concerned all fields of activity. If earlier sellers of home appliances, mobile phones resorted to Internet sales, perfumery, now the Ukrainian web is filled by Internet flowers shops, medicines, means on care of a garden, tools for motorists and many other things. Sellers have paid attention to rather low expenses for the trade organisation (an input in business) through the Internet and high consumer expectations concerning the optimum price offer in Internet shops. Buyers have found in purchases through the Internet benefit in economy of money resources that is key in present conditions. Also they can receive much easier the full information on the goods and compare parametres and the prices that practically is not possible in super- and hypermarkets which are not aimed at personal service.

It is possible to assume that large operators of the wholesale and retail market will come to system transformations of the representation to a world web. If earlier leading players of the market considered a page on the Internet as an image integral part today all concern a site as to the effective channel of sales more seriously. Already now shops of the Global network entice buyers discounts, offer discount systems and free delivery and also additional gifts at purchase.

But crisis has very quickly changed adherence of consumers to a place of fulfilment of purchase. In this connection business processes and algorithm of work of Internet shop have been completely restructured. Internet shops offer the consumers the most flexible price decisions, delivery «to a threshold» and other services, besides company brand guarantees by the original goods with official service and a guarantee.

If to pay attention to development of Internet sales in our East neighbour crisis of 1998 in Russia for Internet community became a considerable push in which consequence the best and most advanced internet-shops left it got stronger and more balanced. I think, in the near future the Ukrainian Internet will pass the same way and can offer everything beginning from tyre covers, children's carriages, generators, autoradio tape recorders, punchers, finishing colours and cards.

The given situation confirms that fact that along with negative tendencies and changes which were brought with itself by crisis we will observe many positive changes in the raging world of economy and business.

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