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years of losses, profit. The situation seen from the perspective of reporting to swirl is strange: DotCommerce lost market-share, but passes on profit, and our competitors' market share gains, but deep losses. We believe that we have found the balance that will

The priority of our short and medium term is to finish strong and sustainable partnerships with banking entities, in order to counteract exclusive alliance conducted by our

It WEEK: How to submit at this point, in your view, the solutions of e-commerce in Romania?

MM: underdeveloped. I think at this time only 10-12% of the potential market for ecommerce is used and it adequately.

competitor with a bank in Romania.

It WEEK: How do you think that the financial crisis will affect international trade? But your

MM: I do not think we are in a tsunami-type wave in the area of online payments because of problems in the banking world. We are different niche and interconnection is very weak. There are other industries will suffer, but not the area of e-commerce. At least not at us.

It WEEK: What are the barriers of electronic commerce in Romania? But the challenges?

MM: I believe strongly that we will attend an accelerated growth over the next two years. The rate of growth we hope to exceed the current scale of 15% / year and reach 23-27%.

It WEEK: What are your competitive advantages over competitors?

MM: I do not like to have my own ad. I think that we have an intimate understanding of the needs and business processes online, a high malleability in May, after a competitor exclusive alliance with one of our bank, our independence to other major players in the system of processing cards, banks acceptatoare. But we have a different approach; in the last period, we actively involved in building modules for online business and we are not limited to processing cards. Create lines of business and create profits for partners, not just charge

## SALE CARD PAYMENT GROW MORE SLOWLY THAN TOTAL ONLINE SALES

According to figures supplied by the major players in the market, it is estimated that in Romania last year, online sales totaled 115 million euros, and by the end of 2008, they exceed 250 million. However, according to specialists in the field, the figures seem to relate solely to products ITC, a more realistic market, which includes income from tourism and communications, coming from 700-800 million. Currently, in Romania there

Despite the increase in total revenues in recent years, not the same thing can be said about online sales paid by credit card, which is still only 7-10%.

Among the main reasons underlying the use of discounted shopping card is the lack of education of users, fear of fraud, but pronumerar mentality of Romanians. On the following places, according to a poll No Cash at the beginning of the year, is the infrastructure deficit of terminals accepting cards and the very large population living

National Authority for Regulation in Communications and Information Technology has recently commissioned a study on the development of electronic commerce that is aimed at assessing the real and objective market for e-commerce in Romania and development at the level of 2008, and the prospect of development for years 2009-2011.

The study is also proposed to identify market needs and views of those directly involved on the possibility of establishing in Romania a trustmark system (brand trusted sites for e-commerce) and an alternative system to settle disputes. The last such study was conducted in 2006.

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