THE DEVELOPMENT OF E- COMMERCE IN COMPANIES OF SLOVAKIA

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The text dealing with article entitled Development of e-commerce in companies of Slovakia. The subject line is a characteristic of e-commerce and his development, advantages and disadvantages, legislation of e - commerce in Slovakia. The analysis of the selected e-commerce company and a recommendation for the analyzed company in the form of the extension of their services offered.

Keywords: E-business, e-commerce, internet, website, e-commerce.

1 INTRODUCTION

The subject of the text is the development of e-commerce in companies of Slovakia. We are engaged in it the characteristics of e-commerce, its history, advantages and disadvantages, legislation. This article contains the current state and future of electronic commerce in Slovakia. In the next section we e-business in the selected company. The last chapter consists of recommendations for the company.

The motive behind the choice of this topic for the article was particularly important role in the Internet nowadays. The work is formally divided into five chapters. The focus of the thesis is an analysis of existing e-commerce Company in Slovakia. The result of the article is the recommendation for the company selected Slovak Prestige Photo Company Ltd. and in extending their service offerings.

2 CHARACTERISTIC OF E - COMMERCE

Electronic commerce (e - commerce) is the most important and the very important part of e-business. Electronic commerce is used and intended mainly used for security and mediation services for the business sector mentioned using the Internet for their activities. Businesses offering through its e-commerce products and services that are published on their website located on internet. Website offers on - line shopping its consumers. one hand, increased aircraft speed on the approach, on the other hand, the requirement to improve safety and regularity of air transport and reducing meteorological limits. Under conditions of poor visibility by day and night is the final phase of the approach and landing made with visual reference pattern information generated by lighting systems. Electronic commerce considers basically just an electronic form, or the form of a pre-existing business or newly created activities using the internet for business and trade.

3 ADVANTAGES AND DISADVANTAGES OD E - COMMERCE

Today, where we got an increasingly wider range of products and services, it is necessary to compare things. Take into account the pros, cons, differences, products, services and their characteristics. Based on the detected information, we do own opinion and choose the course the best for us.

3.1 Advantages of e – commerce

Electronic commerce has many advantages. Whether from the perspective of the customer or the service provider / goods. Big plus for the business operator is certainly a choice your price they offer to their customers. This price may be changed at any time, to compare it with competitors dealing on the internet. Another is the rapid handling of goods. The customer is a big plus bid price. Compared with traditional shops, where operators have to pay the cost of renting space, the e - business cheaper. Goods and services are offered at a lower price, saving storage costs.

Benefits of e - commerce for customers:

- 24 - hour operation - e-commerce customers are available nonstop operation
- Saves time - the consumer might goods / services ordered at anytime, anywhere
- Buying directly from,, heat “ home or work

- Goods and services can easily compare the prices and quality of supply competition
- Process automation - quick and easy order
- Wide variety of goods and services offered in different quality and price
- rate purchases

3.2 Disadvantages of e – commerce

The downside of this type of business is certainly the distrust of customers to the goods or services. Consumers cannot see goods, nor "feel" it, not knowing whether the described product data fit the actual situation, the quality, functionality and features. Mistrust also applies to electronic payments.

Disadvantages of e - commerce for customers:

- Getting to know the required goods to the delivery - Late verify the quality and functionality
- Lengthy complaint if dissatisfied with the goods or service
- Delivery time - not every vendor will meet delivery time
- Internet piracy - a risk for the customer, but also the service provider,
- Payments for goods / services

4 FACTORS AFFECTING ELECTRONIC BUSINESS

Electronic commerce and its development is influenced by many factors. Acronym derived from English, which names the analysis of the external business environment and the subsequent examination of the individual components is blind.

SLEPT:

- Social factors (Social) - "S"
- Legislative and legal factors (Legal) - "L"
- Economic factors (Economic) - "E"
- Political factors (Political) - "P"
- Technological factors (Tehnological) -"T"

Social factors

Control of the Internet, people use knowledge level and dispose of computers, full use of Internet services, computer literacy, it all belongs to the social factors. Computer literacy is growing every year unstoppable. People know to handle the internet and then carry on - line shopping that allows.

Legislative factors

Electronic transactions must comply with the legislative acts. The introduction of uniform global legislative rules is not possible, due to the fact that the internet is not limited boundaries. They set certain rules that businesses must follow. The legislation of the country in which the company does business must be aligned with the global rules. As a novelty, the Internet acting in legislative acts legal framework for electronic signatures.

Economic factors

The economic situation of companies doing business on the internet market is currently positive. The Internet offers unlimited business opportunities that companies use as much as possible. Electronic commerce is nowadays nothing new.

Political factors

Companies try to adapt and submit to the general business conditions of the European Union. The policy of the country has a major impact on electronic commerce.

Technological factors

With technological factors ecommerce encounter with technologically upgraded portfolio, the company that can offer the market. Technology is evolving every year, they are perfect, better. E - Companies are upgrading their portfolio, or products and services. Websites are good, interesting, and try to get a still new and new clients.

5 ELECTRONIC BUSINESS IN SLOVAKIA

E-business in Slovakia has recently began to pay more interest than ever before. Small, medium and large enterprises with a view to profit, prestige and visibility to pass from classical to electronic trading. The reason is a lot of pros and benefits that this business offers. In our country, we meet with a lot of vendors who offer a variety of goods and services. These products differ from each other in quality, price, availability or functionality. New trends in this business are the purchase of products, our dealer, from a foreign vendor and the subsequent supply of those goods in our market. The advantage of the new course, which can be purchased only at our borders, a large range of goods, and of course the price is different.

The studies about e-business that Slovakia has a high potential to become a country with an above average internet economy. This finding emerged from a study, on - line chance for Slovakia "made Boston Consulting Group. In 2011, the Internet has contributed to the Slovak economy 2.3 billion euro's (3.3 of GDP). According to experts, is expected to increase Slovak Internet economy by 12% per year, which would mean in 2016 achieving 4.5% of GDP.

6 ELECTRONIC BUSINESS IN COMPANY PRESTIGE PHOTO S.R.O.

The Prestige Photo s.r.o. company I chose deals with special business activity focused on technical and advertising photography. It is based in Prešov and has been known for several years in the market.

Fig. 1 Prestige Photo

6.1 The most interesting services offered by Prestige photo s.r.o.

Prestige photo s.r.o. company currently offers many services, but the most interesting is probably the sale and manufacture of optical products advertising (3D advertising) from business cards to large formats. Visual advertising can be a large amount of processed products. As an example we mention magnets, caps, postcards and books. This method is based on optics lenticular technology, where the targeted effect created encoded moving image. This pattern arises through the lenticular sheet. Interestingly this news is a moving impression images change design or give the impression of depth. These specially designed images evoke strong visual impression, still take up, the viewer, and are distinct from classical paintings. The condition is only to change the angle of view, it is necessary to electricity, as many may think. Visual advertising is an action, inspires a feeling of moving objects and people in it. It becomes the most attractive and most interesting form of marketing tool that attracts customers.

The company also offers a virtual tour of the institutions and the general public. The process is as follows: photographer enterprise gradually 3D sensor placed in rooms institutions should be monitored and recorded. Rooms are empty and the shooting takes place a few minutes. After shooting all objects followed by processing videos and photos taken with the 3D sensor. The companies then prepare a website or have an existing website of the institution offering the given virtual tour. The price of such 3D survey is currently around € 270. The site is available for 1 year in the case of an extension fee to the institution arrived.

7 ELECTRONIC TRADING IN COMPANY PRESTIGE PHOTO S.R.O.

This chapter is devoted to e-commerce company Prestige photo. We examined whether the utility company has increased after the introduction of electronic commerce to the previous period, when only traditional own business venture. After talking with the manager of the company, the employees of a firm I have been provided with accurate financial data recorded in the absence of a business website, and now, when the company takes over the internet. In interviews we have dismantled their past and current situation of trafficking, which were processed into graphs.

The following chart reflects the costs incurred for each service, employees run the

company, prior to the period when the company began to take over the internet on its website. Compared the costs of space, staff and transport, compared periods when not traded company over the internet and in the (now) when trading from the Internet

Fig. 2 Cost of Company

Cost of space, staff and services are compared for two different periods.

In a classic business company pay high cost of rent, purchase their own premises used as a shop. The store (trade) company offering their goods and services. The company paid employees who sell goods / services in the store and employees who attended the institution with its offered services (photography). The costs of transportation in those times were not high. Customers visiting the store in person and carried away goods and services. Transport costs were minimal and only when he leaves the company photographer for the institution in question, to make services.

In the e-business costs are different. Introducing a shop selling costs saved. Commerce on the Internet, the company has acquired more customers, which will of course increase the number of employees due to the extension of their services offered. Transport costs have increased due to the transport of goods ordered on e - shop and the subsequent transport of the product to the end customer. Offering services virtual schools had staff attend the institution, school, space, and thus obviously increased shipping costs.

The following chart reflects revenues of the company. Revenues recorded in the classic, e-business services for business sales, goods and various services.

Fig. 3 Revenues of Company

The Company's revenues amounted to e-business value other than in the period when the company did not trade over the Internet. Introducing website to increase sales company for goods and services increased customer demand. A large proportion of the increase in turnover was advertising that the company sent to customers via e - mail. Advertising interesting, high profile company and have attracted new audiences. Goods and services are offered 24-hour operation, which is obviously reflected in the earnings of the company. From the graph, we see revenue growth, which in enterprises brought "the Internet and its ability to do business through it.

Interviews conducted with the managers of the company and its Prestige Photo two employees we investigated whether the introduction of online trading firm has more profits than in the previous period, when only been taking the classic trade. For each question the manager and staff responded as follows:

- **First Question: Do you think that e-business has brought us Prestige Photo advantage? If so, which ones?**

The manager and employees of the company in their responses largely agreed. The introduction of the Internet has changed the entire business operation of the company. Internet advertising could take to attract a larger number of customers, the company began to handle more business,

increased demand for goods and services. Online store offers a comprehensive list of goods and services, which are divided into the categories in which the customer easily navigate. The biggest advantage for the company online store was definitely the possibility of continuous supply of services, which increased profits for the company. Employees responded to the continuous operation of the company mostly positive orders they receive from people can process at any time, no longer limited in time as in the days of traditional marketing.

- **Second Question: What type of services after the introduction of online store began to use more and brought the company big profits?**

After the introduction of e - commerce increased sales of goods or services. In particular, the increased number of contracts relating to the prom, weddings and portraiture. The greatest joy, however, has expanded the firm demand for advanced services such as virtual schools. With the company we met in person in town Gelnica, where he elaborated a questionnaire to analyze the company. The introduction of Internet Commerce Company, from start appealing to preschool and school institutions, the company received an order from a nursery in Gelnica High School, where he is currently engaged in activities related to the implementation of virtual schools.

- **3rd Question: Have you experienced any negative reactions about advertising your goods and services offered?**

The manager and employees of the company have agreed on to answers to this question. Advertising companies as a marketing tool to attract new customers is offered on the internet well, but so far addresses only part of the people. Kindergartens, primary and secondary schools showing the greatest demand for services. Reach new areas in which the company has so far not move would bring more profits, new orders

- **4th Question: A company felt some changes introducing an online store?**

The company felt the changes after the introduction of its online store. The changes relate mainly to services provided by the firm takes place. In classical times, or rock 'business customers can go in person to order services, photo shoot took place in the company's studios for weddings, prom company employees commute. At present, the company services customers through the Internet and ordered employees and customers attending institutions in the field. A photography studio in the company is used sporadically.

- **5th Question: Do you plan to sign any future changes to its operations and services provided?**

The manager and staff of the company are happy with the running of the company and the activities they provide. Recently, faced with a positive response to society and especially to the online store, offering their goods and services. The company has increased the number of orders already mentioned modern services (3D advertising, virtual schools) in the future would therefore like to extend advertising company in the market and take over new customers, which still future consideration. In this process, the company currently operates training and promotion will be carried out their first ideas.

8 RECOMMENDATION FOR COMPANY PRESTIGE PHOTO S.R.O.

Recommendations for Company Prestige Photo comes from the analysis carried out regarding companies from developed questionnaire, conducted interviews, which took place about e-business. The respondents reacted differently on the topic of e-business. Most responded positively, nowadays this type of trading is not new, nothing new. But in recalling the photograph, photography, which sounded company, offers a lot of interesting questions and ideas. Today the current time is focused mostly on the only modern things; technology is advancing by leaps and bounds. Cameras, now mostly used as digital, they can beautifully and accurately record

and immortalize fact. They use a lot of effects that they can illustrate this fact more beautiful than our human eye sees. Nowadays, it is perhaps too modern, too interested in the history of a few people.

The benefits of this service could be immortalized ancient and valuable photos that fade over time and lose their quality, though certainly not lose their charm. Extension of customers and thereby increase the services offered and subsequently increase revenue from work.

Photos that company could obtain zozbieravaním the elderly and various historical buildings should they processed their own media. Photos would be followed by a historical description of events, people in the photos. Descriptions or historical facts could pass stylistic revision, carried out a trained employee of Prestige photo. As a result of actions taken by the photo book, which would include photographs and descriptions to them. Rate it unfolded on the type of packaging material selected photo books, book binding, number of pages, number of photos and captions below them. Prizes could be given in a clear and accessible table.

9 CONCLUSION

Analyses in company Prestige Photo We learn about the benefits and business opportunities can get one wise decision - the introduction of the online store. In E-commerce compared with the classical clearer, goods and services, the customer can browse as it deems appropriate, goods are divided into groups in which the consumer gets just one click. The goods and services available description, price, his character. The best part about all this is that the internet market is full of many online stores offering various goods and the customer, and then what business product / service use. The analysis has shown that the largest contribution to the company which e - commerce in particular will gain visibility, attract new customers and especially high quality and interesting ads that company must have. The future of e-commerce is very big and wide. If you will follow its development at least as for now, the future will be faced with the full replacement of newspapers and magazines.

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