**Beat: Business**

# OXATIS & GOOGLE New Study on Small Businesses Performances in E-Commerce

## N 1 e-Commerce Solution in EUROPE

PARIS - NEW YORK - WASHINGTON, 18.09.2017, 12:17 Time

**USPA NEWS -** Unless you've been hit with a Brilliant Idea right from the beginning and that's your Motivation to start your Business, finding Great Products to Sell Online profitably can be a Daunting Task. There are Thousands of Possible Choices, yet, everything seems like it's been done a Thousand Times before. So with all these Product Choices where do you even begin digging ? The First Step to finding Products to Sell Online is to be able to recognize the Various Opportunities that exist for uncovering Great Products.

Unless you've been hit with a Brilliant Idea right from the beginning and that's your Motivation to start your Business, finding Great Products to Sell Online profitably can be a Daunting Task. There are Thousands of Possible Choices, yet, everything seems like it's been done a Thousand Times before. So with all these Product Choices where do you even begin digging ? The First Step to finding Products to Sell Online is to be able to recognize the Various Opportunities that exist for uncovering Great Products.... Look for an Opportunity Gap, Build an Interesting and Captivating Brand, Capitalize on Trends Early...

OXATIS claims to be the N°1 e-Commerce Solution in Europe helping building an Audience, developing a Superior Understanding of your Potential Customers, crafting a Unique Brand and carving out a Unique Place in your Customer's Mind. This Aapproach to building an Online Business can be particularly Effective at Differentiating Yourself from Competitors in the Market if there is Heavy Competition.

On September 14, 2017, at Hôtel Plaza Athénée (PARIS) was announced the Findings of a Study undertaken by OXATIS & GOOGLE regarding Small Businesses Performances in E-Commerce.

- To sum up roughly, the most common Challenges faced by E-Commerce Small Businesses (in FRANCE) are usually :

* Finding the Right Products to sell
* Attracting the Perfect Customer
* Generating Targeted Traffic
* Capturing Quality Leads
* Nurturing the Ideal Prospects
* Converting Shoppers into Paying Customers
* Retaining Customers
* Achieving Profitable Long-term Growth
* Choosing the Right Technology & Partners
* Attracting and Hiring the Right People to Make it All Happen

E-commerce in Europe is Growing Exponentially, especially in the Southern Countries. The share of Consumers who Shop Online is highest in the Mature E-commerce Markets. But you can´t say E-commerce isn´t growing in Central and Eastern Europe. And of course, there is always a difference in Age Groups when it comes to Online Shopping. And despite all the efforts from the European Union, there are still Challenges Consumers face in their Online Shopping Experience. Most Complaints were about the Speed of Delivery, Technical Failures and Damaged Goods.... It is becoming Pivotal for Online Brands to keep their Customers engaged throughout the Entire Shopping Experience.... It is becoming Increasingly Important for Brands to Focus on the Online User Experience and create a Personalised Shopping Experience....

- To Sum Up roughly, the TRENDS in E-Commerce in FRANCE :

* As was the case in 2014 / 2015, Facebook is again the World´s most popular Social Media Platform. Global Social Media Sites are Facebook, Tumblr, Instagram, Linkedin, Twitter, Pinterest.

* Share and Growth of Online Devices : Smartphone, Mobile Phone, LCD TV, Mobile PC, Desktop PC, Wearables, Tablet PC,...

* Considering the Unit Sales, the Smartphones and Tablets that can be used for Online Shopping have penetrated a Huge Share of the Global Online Population.

* Detailed Popular Products Groups : Clothing ; Shoes & Lifestyle ; Media & Entertainment ; Home & Garden ; Information Technology ; Telecom ; Health & Beauty ; Household Electronics ; Food/Nearfood ; Toys ; Consumer Elctronics ; Sports & Recreation.

* E-commerce enables Consumers to Easily Search, Compare and Review Products and Stores ; offers Consumers a Wider Competitive Selection of Goods and Services as well as more choice ; the Search for the Best Possible Prices.

* Small Businesses make their Website mobile-responsive and utilize integrated E-commerce Platforms.

* Small Businesses focus more and more on Customer Service and Support and re-evaluate and Customize the Return Policy.

* For Small Businesses planning on diving in to e-commerce, the First Step is to research and decide what Niche to attack. If you want to compete in today´s Competitive e-commerce World, you need to build a Sustainable Brand. The Biggest Mistake is going after Catalog Depth instead of trying to Own a Buyer Persona.

* For Small Businesses, Customer's Loyalty is hard to come by, especially in the Online Age. Always be acquiring New Customers (this may include “joining“⍰ Competitors like Amazon marketplace at the point your offering is no longer Niche. It may be diversifying and expanding your Product offering ahead of the Competition.
.../...

Source : Press Conference OXATIS at Hôtel Plaza Athénée (PARIS) on September 14, 2017

Ruby BIRD
http://www.portfolio.uspa24.com/
Yasmina BEDDOU
http://www.yasmina-beddou.uspa24.com/

**Article online:**
https://www.uspa24.com/bericht-12010/oxatis-und-google-new-study-on-small-businesses-performances-in-e-commerce.html

**Editorial office and responsibility:**
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**
The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**
United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local
(702) 943.0233 Facsimile
info@unitedpressassociation.org

info@gna24.com
www.gna24.com