

## E-commerce with organic products in Romania

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*Abstract:* During the time evolution of mankind has seen a steady progress. Was agrarian, the industrial age to the information that it is the stage of development of this. We live now in the information age and that we can easily see. The benchmark is the computer information age. The new vision we opened new perspectives. E-businesses as part of the information era have seen a great development. Basically, who do not adjust to the requirements of this new era is nonexistent market. We analyze this article commerce but organic products (organic), and in particular we do a SWOT analysis shop [www.ecoboutique.ro](http://www.ecoboutique.ro) which we will make some proposals for improving the activity. As conclusions we considered it appropriate to mention that we can talk about a new economy based on information technology.

We may also retain the 4 dimensions of electronic commerce, namely: the information dimension, economic dimension, the cultural and time-space dimension. The opportunity that we offer this virtual space is practically infinite. Basically, we used what we have. There are resources that are available almost free, only to want to use them for progress. Time and space are the most important resources we can use and that in this area are very compressed.

Given all these opportunities that we offer virtual environment would be interesting to imagine how future trade shows online. We think that online stores will be so familiar to us as to gradually abandon the conventional one because the latter not to be competitive and not to find them useful. The propose of this paper is to demonstrate how important is the e-commerce for small shops in Romania, for this we studied and analyzed the shop *Ecoboutique* which is an online shop with organic products.

*Keywords:* E-commerce, E-shop [www.ecoboutique.ro](http://www.ecoboutique.ro), Organic products, SWOT analyze

### 1 Introduction

History has known three basic steps: was agrarian, was technology and last but most important can the information age.

Information society actually marks the emergence of a new information-based economy.

The new economy is equal in importance to the industrial revolution. Once the information age gradually take place of traditional industries and companies is replaced by the information.

The term information society began to be used since the early 1990. The term e-business was used first time in 1997 by the company IBM.

Such information society brings with it a series of great opportunities such as: reducing the strain on space and time, prices continue to decrease the transfer of information, storage and rapid transfer etc...

Electronic commerce offers the opportunity to be more efficient and flexible in dealing with customers and end consumer.

For companies that exploit the full potential, electronic comet offers fundamental changes so radically alter consumer expectations that come to redefine the market or even create new markets.

In everyday life all of us take "off line stores" to buy various products. In a normal store in direct contact with the seller, we see products, we can reach, twist, many labels which do not happen in a virtual one.

The seller also can not use personal charm to manipulate our buying decision. Unlike classical trade, the electronic is the only information that can be passed unaltered through a computer.

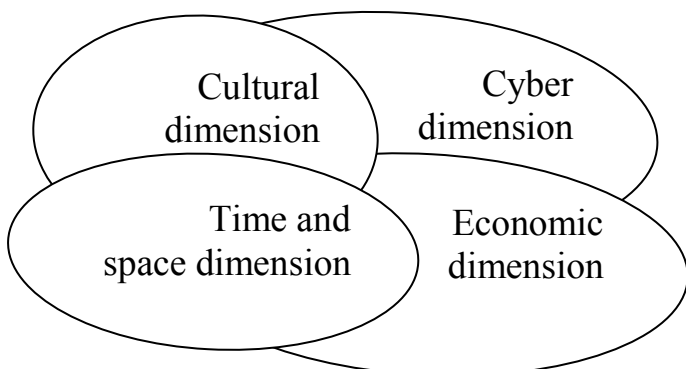
Electronic commerce is based on a world in which innovation is more important than mass production, a world where investors buy new concepts or new ways to create them rather than cars in November.

Today, the term e-commerce is synonymous with profit growth.

The concept of e-commerce is in my opinion 4 dimensions:

- the information dimension;
- the economic;
- the cultural;
- the time-space dimension.

Figure 1 These 4 dimensions of e-commerce interaction and independent of another.



The cultural dimension is perhaps the most important of those listed here, starting from culture and openness to new, unconventional.

Basically if we stop dreaming of new opportunities we fall back. So if we think of the first people on earth

and ask ourselves what they would think about the technology we have now where we find the answer to that is the most important cultural dimension (figure 1). We must be open mind and see what opportunities we offer virtual world that is infinite. We must not see only the beautiful side or good information technology but must be weighted and to analyze it properly and the risks to which we adhere, so we can prevent things less pleasant.

## 2 Materials and methods

[www.ecoboutique.ro](http://www.ecoboutique.ro) e-shop is that we will analyze in this paper. This is strictly an online shop of organic products of best quality (figure 2, 3, 4, 5).

Figure 2 web page of shop [www.ecoboutique.ro](http://www.ecoboutique.ro)

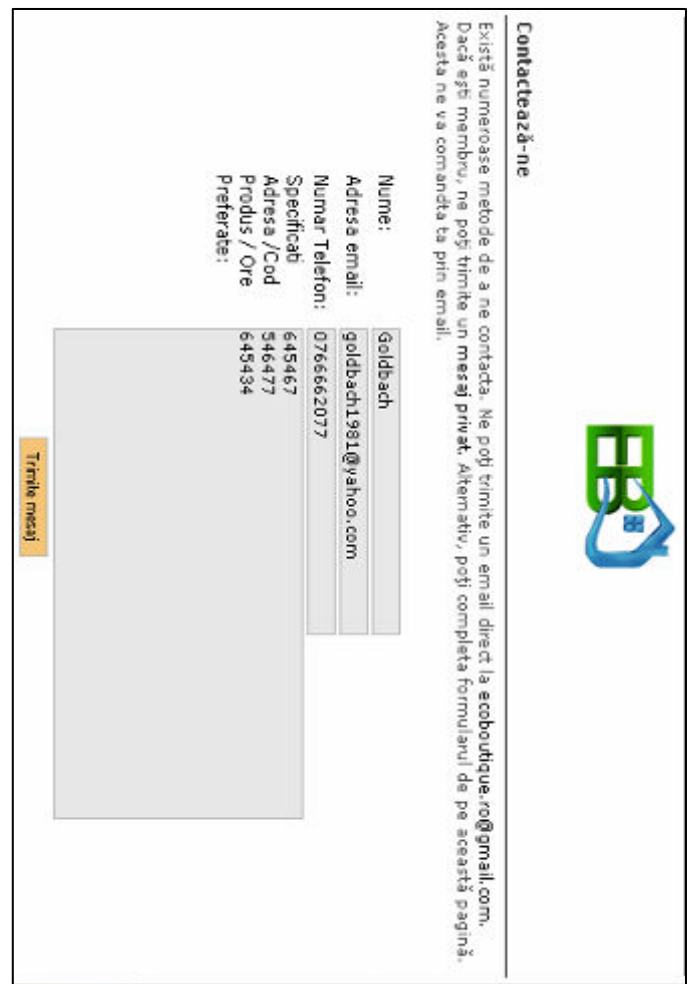


Figure 3 web page of shop [www.ecoboutique.ro](http://www.ecoboutique.ro)

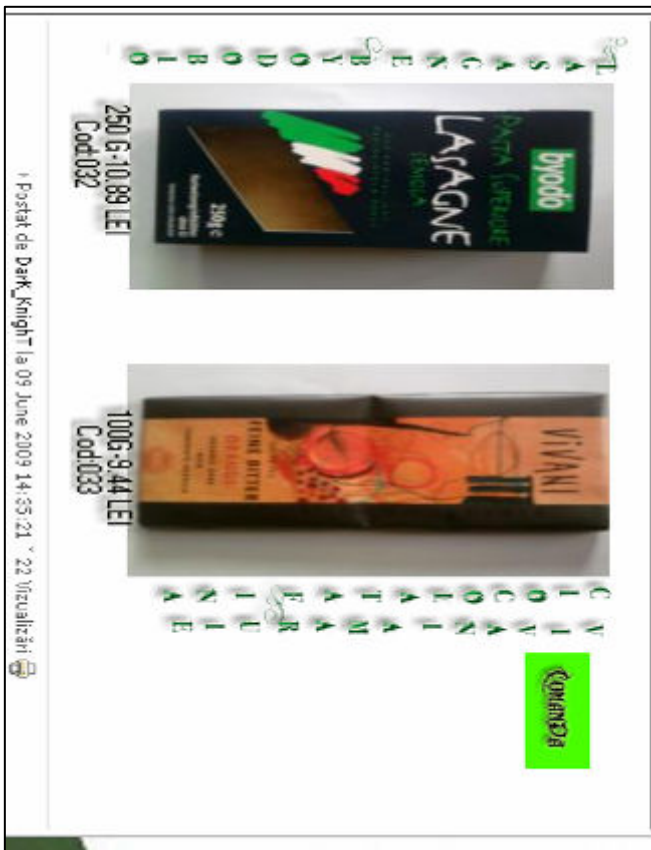


Figure 4 web page of shop [www.ecoboutique.ro](http://www.ecoboutique.ro)



[www.ecoboutique.ro](http://www.ecoboutique.ro) shop was founded a year ago and although new, has managed to become one of the most popular online stores for organic products in Romania. In our research we seek to achieve a SWOT analysis of this shop on-line and still managed to offer some answers and solutions questions and issues facing this new online store.

We'll see what are the strengths of the store, weaknesses and opportunities and threats which provides environment.

When I say average I mean not only that but also the conventional electronic.

To achieve the research we have had numerous discussions with store's founder and administrator of the site which is also the one responsible for promoting the store. We also held discussions with representatives of other online stores for organic products and stores with representatives of conventional organic.

To achieve the research we have had numerous discussions with store's founder and administrator of the site which is also the one responsible for promoting the store. We also held discussions with representatives of other online stores for organic products and stores with representatives of conventional organic. We also participated in international symposia conferred and that "BioFach" Nuremberg, Germany in February 2009, the conference "International Federation of Organic Agriculture Movements" 2009 held in Bucharest in



July at a conference held by the Embassy on American farming. I also held discussions with no fewer than 20 players in the organic sector.

We also translated a manual "Forecologia Consult" from English into Romanian, giving the important issues both about electronic commerce and on organic farming. Some of us attended training courses in the module "E-Learning for skills development related to organic agriculture and trade online with such products. Finally we studied the national and international law relating to trade online.

### **3.SWOT Analysis of online shopp** [www.ecoboutique.ro](http://www.ecoboutique.ro)

#### **Strengths**

- "Ecoboutique" is a registered trademark of the company owner.
- Purchased [www.ecoboutique.ro](http://www.ecoboutique.ro) area for an undetermined period of time.
- Those who handle the administration of the site are dominated by creativity.
- Capital may be replaced by other entrepreneur's personal skills.
- Does not pay rent and other expenses related to storage of products as they are taken by the importer or manufacturer after taking the order and shipped to the customer or end consumer.
- Is not likely to expire because the commodity is shipped the same day.
- Logistics costs are much lower than it is a conventional store, which charged sellers, cleaning lady, in charge of supplies, etc.
- Does not matter so much business size can in this business to compete and adults.
- Are avoided a series of hygiene controls, OPC, etc.
- This store can be administered and the holiday, and the beach etc.
- Store owner has specific studies is good user the PC is young and energetic.
- The site administrator is one of the best specialists in the country.

#### **Weaknesses:**

- This store can not be used by anyone, and if the manager to get sick or have a personal problem then solutions must be found.
- Site manager is a person known personality problems, and often stay hospitalized recovery center in a long time.
- Unfrosted network administrator since flirting with the hack site, putting in a bad light company.
- [www.ecoboutique.ro](http://www.ecoboutique.ro) not import or produce one product and the trade margin is very small because they are online stores that import their own products.

- Is losing a significant share of the market such as the one formed by the elderly and those who do not know to use a computer?.

#### **Opportunities offered by the environment:**

- Flexible standards.
- Development opportunities.
- Are not subject to space and time, space and time is very compressed.
- We can compete with any giant industry of organic products if we use our technical skills.
- We can keep in regular contact with customers by sending emails, creating databases with contact information, birthdays, where we can congratulate a mail.
- Can be much more visible.
- We can open the facility with extremely low cost compared trade classic, conventional.
- Administrative costs are very low and we can invest those savings in business development.
- We can conclude alliances with other sites (we can display a banner on their website and we show theirs on our website).
- May take a close relationship with the community worldwide ecological and specially designed inspection bodies and certification.
- More and more computer users' turn to online shopping and this number is constantly increasing.

#### **Environmental danger or threat offered:**

- Appear increasingly more competition.
- Hack-attack countries are becoming stronger and misleading.
- Many operators resort to unfair competition and are used by hackers to harm the competition.
- When you are the victim of a virus attack, depending on its intensity, virtually disappear from the market, are non-existent, it's like you have closed shop.
- Shops can use conventional personal charm to convince sellers to take the decision to purchase while our store may do the same.

#### **Proposals**

Be used primarily within the qualities of the site administrator has to be to handle more than promoting its store sites.

The store owner should also consider finding a store manager or assistant manager to find a site dealing in the absence of manager or when they have different problems, otherwise the virtual store may be closed at any time.

To cope with competition store itself should acquire at least part of products from producers directly, and not the en-grossest. Some of the products could be produced by the company itself. Should be established many partnerships with various sites profile for better

advertising of the store. The achievement not forum shop site would be an idea to attract prospects.

9. [www.biofach.de](http://www.biofach.de).

However for the correct development of the site should undertake and some information and education to those who are not familiar with online sales, here returning to the cultural dimension. Globalization of business is also a solution came to support the vertical development of the company. To this must be taken into account a number of issues related primarily logistics and back again to culture, the culture of places where we want to expand business.

#### 4 Conclusion

Electronic commerce has evolved over time in an accelerated and more recently is the first - plan economic life. We can therefore speak about a new economy based on information technology. We remember the 4 dimensions of electronic commerce, namely: size information, economic, the cultural and time-space dimension.

Analyzing case study of online shop with organic products, [www.ecoboutique.ro](http://www.ecoboutique.ro) realize that it has many strengths. Basically in a conventional manner that store could not be established due to the capital. Also there are a number of weaknesses that can be remedied in time, unless they are resolved will lead to closing shop.

Environmental opportunities are virtually endless if we consider that we have discussed cyber - environment (computer) and conventional medium. But let us not forget that there are a number of environmental threats such as the most dangerous hacker threats. This store can be just as good today in Romania and in any country in the world at the same time. Basically during and space are compressed, in the service of human welfare. In conventional time trade can not be compressed as well and space, but the information space, online, anything is possible, which gives grandeur of this space, from where so many people fascinated of this virtual space, in which practically live.

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