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# INVESTING IN E-COMMERCE FOR JEWELLERY RETAILERS



Grin Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Bachelor Thesis from the year 2011 in the subject Business economics - Company formation, Business Plans, printed single-sided, grade: 1,3, - (University of Hull), language: English, abstract: AbstractPurpose: The purpose of this study is to develop a basic guideline for jewellery retailers foran investment in e-commerce by handling the important success factors, difficulties and risks.Design/methodology/approach: Firstly, analysing...

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- Authored by Sascha Kurth
- Released at 2011



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