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E-Commerce & E-Business: The case of skroutz.gr

Definition of E-Commerce

E-commerce is the exchange of information through electronic networks and anywhere in the supply chain, whether within a business, between businesses and consumers, or between the public and the private sector, regardless of payment or non-payment. Therefore, E-commerce is not limited to buying and selling products and services but also includes pre- and post-sale activities along the supply chain (Cabinet of the British Government, 1999).

E-Commerce Forms

- Business to Business, B2B
- Business to Consumer, B2C
- Consumer to Consumer, C2C
- Business to Public Administration
- Public Administration to Citizen
- Social e-commerce

What is e-business?

E-business is a broader definition of e-commerce that includes not only the purchase and sale of goods and services but also customer service, cooperation with business partners and conducting electronic transactions within an organization.

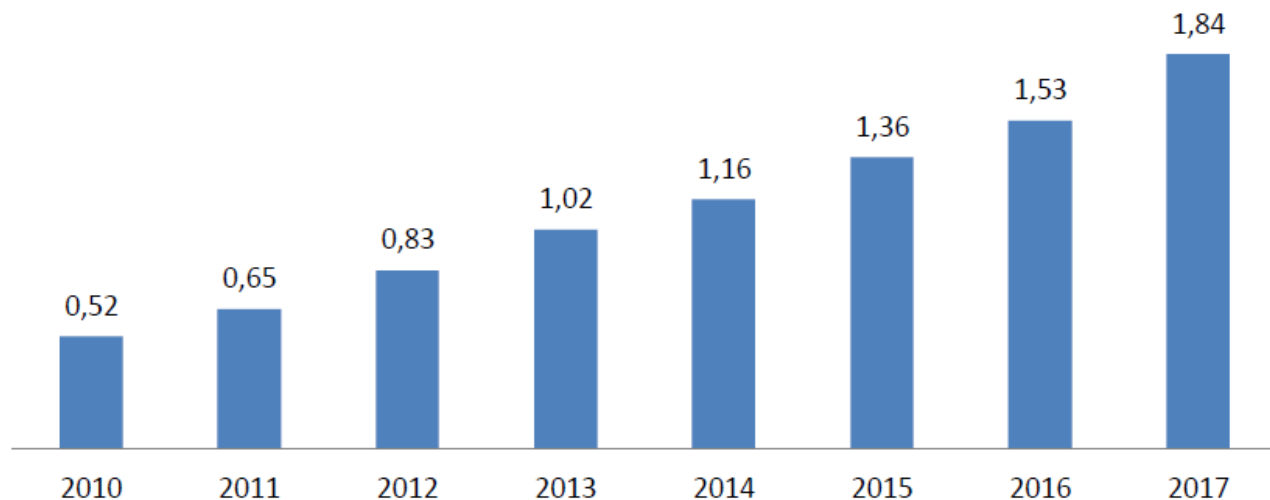
The examples of Amazon and e-Bay

- In 1995, two innovative companies were created, which revolutionized E-commerce and that are known to everyone today as Amazon and e-Bay. They are pioneers as they were among the first companies to allow electronic transactions.
- Amazon's success was based on the fact that it took advantage of the opportunity at the right time (timing), ie integrated E-commerce when there was no competition and thus had the opportunity to grow gradually.
- E-Bay started operating under the name AuctionWeb allowing users to sell and bid on products. The innovation it offered to its customers was that anyone could sell any product they wanted online.

E-Commerce in Greece

- E-commerce in our country started in the early 90's.
- In the 2000s, as in the rest of the world, the use of the internet was established in our country.
- According to research, E-commerce sales in Greece amounted to 3.8 billion Euros in 2015, an increase of 18.8% from the previous year.

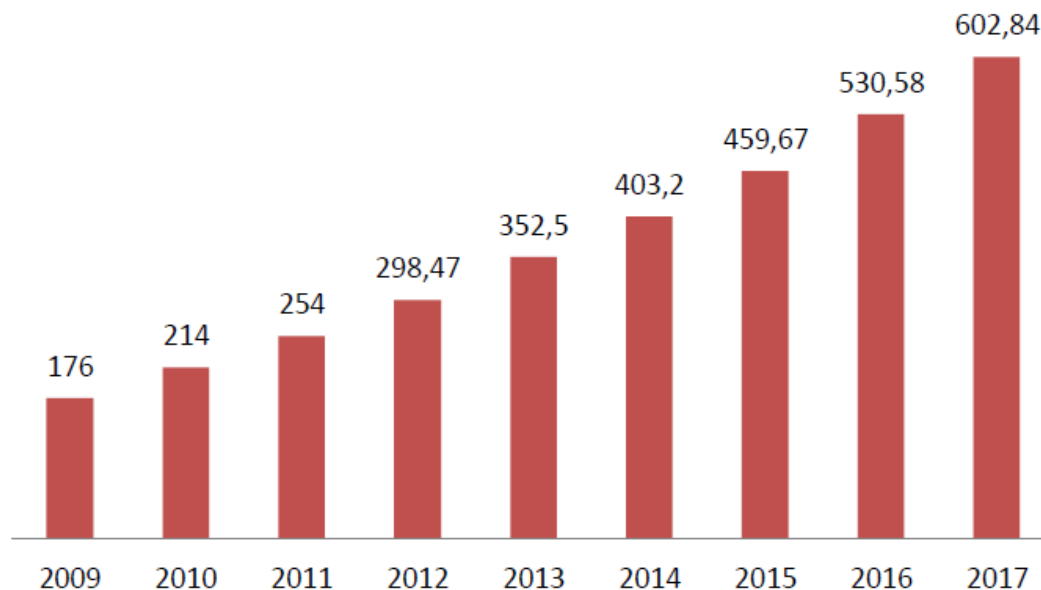
E-Commerce in a global level



1° Διάγραμμα: Συνολικός κύκλος εργασιών σε τρισεκατομμύρια δολάρια (USD) για το ηλεκτρονικό εμπόριο παγκόσμια σε επίπεδο B2C για τα έτη 2010-2017

Πηγή: Global Ecommerce Association, Global Ecommerce Report 2017, Ecommerce Foundation, p26

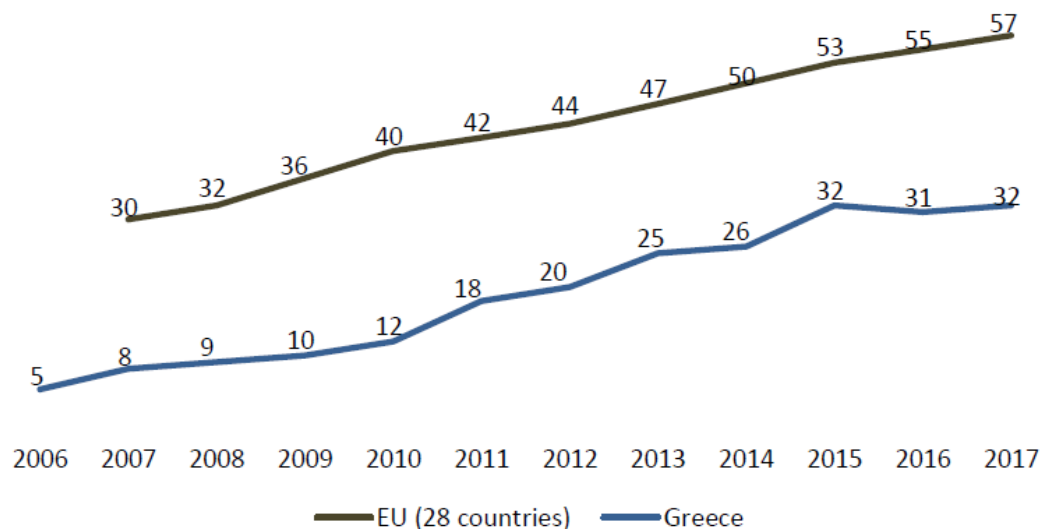
E-Commerce in European level



3^ο Διάγραμμα: Οι ηλεκτρονικές πωλήσεις στην Ευρώπη για τα έτη 2009-2017 σε δισεκατομμύρια ευρώ

Πηγή: Ecommerce Europe, European Ecommerce Report 2017, Ecommerce Foundation, p32

E-Commerce in Greece



11^ο Διάγραμμα: Το ποσοστό των ατόμων ηλικίας 16-74 που πραγματοποίησαν ηλεκτρονικές αγορές για τα έτη 2006-2017, για την Ελλάδα και τον μέσο όρο της Ευρωπαϊκής Ένωσης

Πηγή: Eurostat

The Beginning and the Evolution of the Company

- Skrutz SA is one of the most popular but also one of the most profitable companies in Greece today.
- It is an innovative search and price and product comparison engine.
- It extends to the whole market as it is addressed to both consumers as well as merchants.

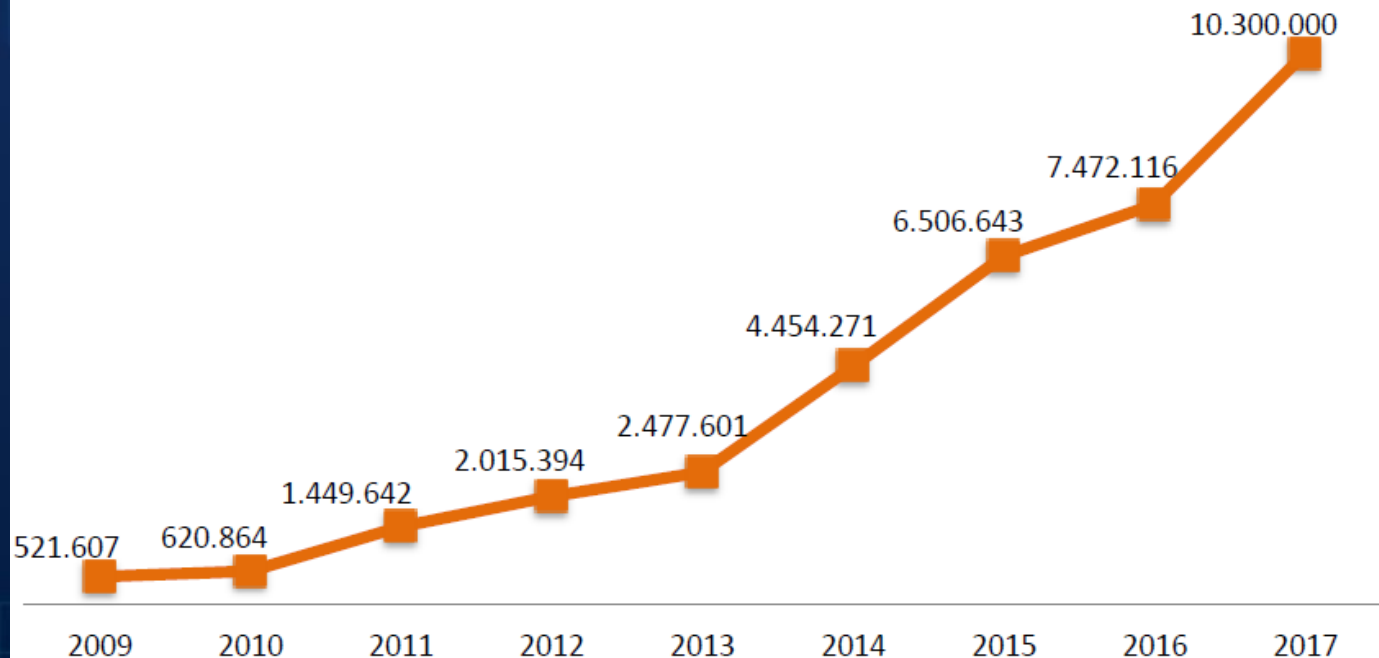
The Beginning and the Evolution of the Company

- The need for expansion and new capital brought the agreement with Dionic SA group for the concession of 50% of the company for an amount of 300,000 Euros.
- Skroutz started operating before the economic downturn hit our country. However, it was developed and consolidated during the financial crisis.

The Evolution of the Company

- The Skrutz Store through which a business could easily create an E-shop.
- The Skrutz mobile app, ie an application for all mobile operating systems from the first stages of the appearance of smartphones.
- The Skrutz my bill, for comparison of fixed and mobile telecom programs as well as internet programs.
- The Skrutz cart which is a single shopping cart from different stores.
- Skrutz has expanded beyond its borders.

The Economic Progress of Skrutz



26° Διάγραμμα: Ο κύκλος εργασιών της Skrutz A.E. σε ευρώ για τα έτη 2009-2017

Πηγή: Οικονομικές Καταστάσεις της Skrutz A.E.