

E-Commerce Drivers and Enablers – In Depth Interviews

METHODOLOGY.....

- ***The Participating companies were chosen by MCA.***
- ***Survey conducted via personal interviews with a few exceptions who sent info via mail.***
- ***Questionnaire – 40 to 50 questions devised by MCA.***
- ***This study compliments the survey carried out in September 2006 targeting individual households.***

MAJOR TOPICS.....

- **Information on (E-Commerce) services offered.**
- **Setting up of an E-Commerce Platform.**
- **Benefits Derived from E-Commerce.**
- **Promoting E-Commerce.**
- **Problems with E-Commerce.**
- **Certification Services.**
- **Safety measures on online payments.**
- **Payment processes, VAT receipts & Insurance.**
- **Delivery & Packaging.**
- **The Future of E-Commerce.**
- **M-Commerce.**

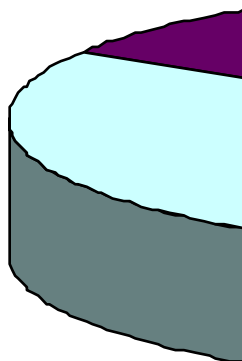
Profile of Companies.....

Commerce services:	22
offering E-Commerce:	1
offer E-Commerce yet:	2

Nature of Businesses:

- ✓ Portals
- ✓ Mobile Services
- ✓ Internet Banking
- ✓ Bandwidth
- ✓ E-Commerce solutions & payments
- ✓ Hospitality
- ✓ Gifts, Toys, Games & books
- ✓ Food & Beverage
- ✓ Vehicle Licenses
- ✓ Fines
- ✓ Solutions & Payments

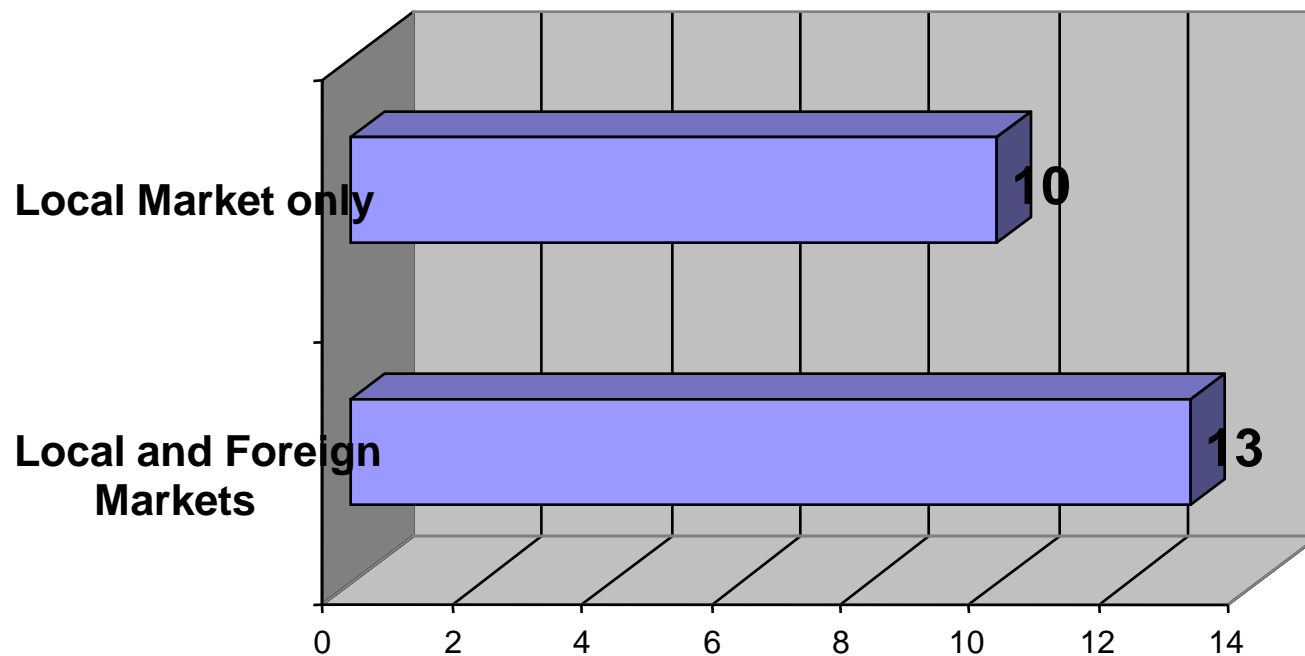
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E-tailers (8)

Profile of Companies – Target Markets

Average number of years providing e- Commerce – 4.5 years



MAIN RESULTS – motivation for setting up an e-Commerce Business

Competition	Circumvent physical problems
To fill in void in the Market	Facilitate Payment
Image of the Company	Export
Client demand due to Market Trends	Savings in Operating Costs

MAIN RESULTS – Setting Up Requirements

Prerequisites to provide E-Commerce Services:

- **Hardware and software infrastructure**
- **Technical Expertise**
- **Personnel to maintain site**
- **Linkages with commercial banks**
- **Budget & willingness to invest**

Two Options:

- **Outsource**
- **In-house development**

DIFFICULTIES:









- **Gathering stakeholders**
- **Setting up talks with 3rd parties**
 - **Obtaining Merchant ID**
 - **Placing process online**
- **Integrating current with new system**
 - **Pricing e-commerce solution**

MAIN RESULTS – Marketing E-Commerce Services

- ***DIRECT TOOLS (ex: presentations to targeted audience)***
- ***INDIRECT TOOLS (ex: special offers)***
- ***Incentive Schemes***

MAIN RESULTS – Security Issues

All respondents give importance to:

- **Encryption** 
- **Authentication protocols** 
- **Secure site sections** 
- **Virus checks** 
- **Automatic alerts** 
- **Compliance with Data Protection Act** 
- **Data kept for a short while and containing limited info** 
- **Fraud did not emerge as a main concern.** 

MAIN RESULTS – M-Commerce

- ***M-Commerce has not taken off yet because:***
 - **High Charges**
 - **Medium Characteristics** (relatively small screen)
 - **Resistance by clients to shift tech.**

MAIN RESULTS – The future of E-Commerce

- ***12 companies believe that sector will definitely continue to grow***
- ***5 companies question whether growth will be across the board or sector specific***
- ***6 companies – e-commerce is unlikely to grow at the same rate as that experienced abroad.***

MAIN RESULTS – Benefits of E-Commerce

USER/CONSUMER LEVEL:

- **Faster service**
- **Increased number of products/services**
- **Time saving**

PROVIDER/COMPANY LEVEL:

- **Reduction in costs and human resource savings**
- **Quicker turnaround and faster processing of clients requests**
 - **Reduction in manual transactions**
 - **Reduction in debtors**
- **Increased and improved public company profile**

PARTICIPANTS RECOMMENDATIONS

- ***Government Policy:***
 - Promoting public-private partnership
 - Providing free hotspots
 - Maltese Certification services
 - Facilitating e-ID
 - Awareness Campaigns
 - Providing financial aid
 - Amalgamating local databases
 - Developing website registry
 - Better tax regimes
 - Revising E-Commerce law

PARTICIPANTS RECOMMENDATIONS

- ***Other Considerations:***
 - Increasing bandwidth
 - Faster registration of domains
 - More use of latest technology
 - Lower e-commerce fees
 - Improving internet banking services
 - Making companies maintain their websites regularly
 - Better linkages with e-commerce businesses in other countries



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