The Evaluation of opportunities of electronic commerce to retailing companies in the UK and Hong Kong

By Thorsten Rohn

Diplom.De Nov 2000, 2000. Taschenbuch. Book Condition: Neu. 210x148x10 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2000 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Ludwigshafen (I), language: English, abstract: Inhaltsangabe:Abstract: The thesis Evaluation of opportunities of Electronic Commerce to retailing companies in the UK and Hong Kong is written with particular emphasis on Internet banking. The primary objective of the research was to evaluate opportunities e-commerce provides to the retail banking industry in the UK and Hong Kong. The thesis looks at already established Banks who extend their distribution channels by offering Internet banking as well as pure Internet banks. Chapter one provides a brief overlook of the approach and methodology to the thesis. Chapter two contains a general overview about the Internet and e-commerce. Chapter three deals with Internet banking and how the Internet affect the distribution of financial services. Chapter four analyses the macro environment for retail banking in the UK and Hong Kong. Chapter five then tries to identify opportunities for Internet banking but also possible threats and weaknesses. Chapter six makes...

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