



KENYA EXPORT
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Tradealert

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Embrace e-commerce for your business prosperity

As we are all aware, e-commerce, or electronic commerce, has increasingly become important in today's business landscape due to several key reasons shared below. The recent coronavirus pandemic helped to paint a clear picture that those who embraced technology remained afloat and even flourished, while those that didn't either stagnated or were wiped out altogether.

Very importantly, e-commerce gives you a global reach. E-commerce allows businesses to reach a global audience without geographical limitations. This expands market potential and enables

even small businesses to compete on a global scale.

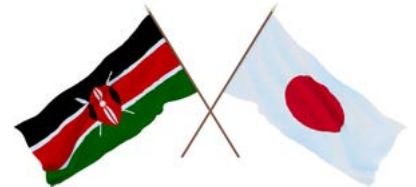
Unlike traditional brick-and-mortar stores with fixed operating hours, e-commerce platforms are accessible 24/7. Your current or potential customers can browse, shop, and make purchases at their convenience, leading to increased sales opportunities. Additionally, setting up and maintaining an e-commerce website is generally more cost-effective than establishing a physical store. E-commerce eliminates costs associated with renting/buying physical space, utilities, and staffing.

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The SME Trade Academy provides a public learning platform with more than 100 free online courses on export development, sustainability, trade support, entrepreneurship, e-commerce, and market analysis. Our courses are aimed at micro, small and medium-sized enterprises (MSMEs), mostly in developing and least developed countries.

But others find our courses useful too: government agencies, policymakers, members of international organizations, trade and investment support institutions, and academia.

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