

THE PATH OF COMPANIES

Posted on 25/08/2015 by Naider



Anyone who wants to have fish for dinner knows that they should either go to the river or to the fishmonger. Something similar happens today in the markets; All those companies, whether SMEs or not, that want to reach the largest number of audiences must be present on the Internet, moreover, if possible, the adaptation of the business to the online market can be key when it comes to measure the success of one business or another.

According to the latest Fundetec study, close to 70% of the companies with a presence in the e-commerce market are profitable, 19% more than in the previous year.

By sectors, the ones that get the most out of this new business model are health, beauty, fashion and accessories.

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