



## Influența comerțului electronic asupra dezvoltării firmei de comerț

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The e-commerce brings to a trade firm new opportunities and challenges. Any trade firm could be easily approach by his customer, received their reaction no matter the geographical location and adjust the marketing strategy. The consumer could easily get in touch with the trade firm and could buy their products at the best prices and price/performance ratio. The electronic deliveries go certainty to the costumer and assure the supplier with an instant cash-flow generated by the sales. No doubt, the ecommerce is not "white" or without problems. The e-commerce have several difficulties, who appears and depends of a few factors such as economics, social, cultural, technological. These particularities of the e-commerce are analyzed in this paper.