



The impact of e-commerce on SMF's

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The work propose to explain the concept of e-commerce, its main components and the current stage as well as the developing view of e-commerce in Romanian agribusiness and difficulties that e-commerce brings in the Romanian agribusiness structure. The internet had evolved in a formidable tool, and has had a major impact in all life bearings during the last decade. Important changes appear every half of year have been as it is impossible to forecast where we are going to be obtain next 10 years. In nowadays we all are participating at new economical revolution in commerce and telecommunication. Big companies of this century are going to have their origins in this decade.

E-Commerce is a new way to make business, either it is the internet development of an existing business, or starting of a new one on virtual market. E Commerce covers the next business operation: Client contact establishing; Information Change; Electronic payment pre and post selling assistance; Virtual market distribution and logistics; Shared commercial activities between many more companies.

Romanian rural economy is generally dominated by agriculture, and is low integrated in market economy. In present market economy context and of the way of understanding and applying marketing policy, is depending of urban and countryside people prosperity as well as agricultural producer. Romanian producers must correspondence existing economical reality, and applying techniques and methods that are offering stability and safe economic efficiency. The producer is obliged to produce in accordance with internal and world market request and immediately react to consumer needs.