

THE ACTIVITY OF POSTAL OPERATORS IN THE B2X SEGMENT ON POLISH E-COMMERCE MARKET

Summary

The article presents the analysis of the selected postal operators activities in cooperation with companies operating in the e-commerce segment. This means an initiative Allegro auction platform, which refers to the new option of delivery of goods purchased on-line - "Pick up a point". In the analysis one took into account the number of delivery points and their location within the country, as the territorial accessibility aspect of service provision.

Translated by Anna Stolarczyk