

**MODEL OF THE CONNECTIONS BETWEEN THE POSTAL  
OPERATOR AND THE E-COMMERCE OBJECTS IN THE  
TRADITIONAL DISTRIBUTION CHANNEL**

**Summary**

There are many queries concerning e-business and e-commerce characteristics, their mutual relationship and the possibility of optimisation their crucial components. The aim of this paper is to outline the problem of the postal operator scope in the traditional distribution canal in the e-commerce sector. The paper is especially focused on business and infrastructural aspects that might optimise the effectiveness of the postal operator services range in e-business processes.

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