E-COMMERCE MARKET IN POLAND. ANALYSIS OF THE BENEFITS OF USING ON-LINE SHOPS IN THE ERA OF ELECTRONIC COMMERCE

Summary

Electronic commerce is undergoing rapid development. The share of on-line sales in total revenues from trade with each year getting bigger. Therefore, it is noted the growing interest in this form of sale. The article discusses the state of conditions and the potential benefits of implementing Internet sales channel in the form of an on-line store.

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