Assessing Your Current E-commerce Stage

Evenica's research has shown that there are four e-commerce stages in a business' lifecycle, which have specific IT investment requirements. These four stages are as follows:

1. **Startup:** The company has a basic IT infrastructure. Ownership is conservative with its IT spending due to its limited budget, and will avoid making unnecessary technology purchases that could disrupt the business. It also prefers technology that is easy to install, implement, and use.

2. **Expansion:** The company is looking to scale the business, which involves investing in its e-commerce architecture (i.e., the software involved in business operations). It will look for proven technology that provides value for money spent. There is willingness to evaluate and pilot new technology with promising upside.

3. **Establish:** The company is intent on enhancing its existing IT systems and technology, through investments in efficiency and automation, looking for ways to optimize operations, reduce costs, and improve the customer experience. When evaluating its technology options, there's greater focus on quality over price. This is the stage to spend more time on evaluating vendors to identify an ideal IT partner.

4. **Maturity:** The company is intent on enhancing its existing IT systems and technology, through investments in efficiency and automation, looking for ways to optimize operations, reduce costs, and improve the customer experience. When evaluating its technology options, there's greater focus on quality over price. This is the stage to spend more time on evaluating vendors to identify an ideal IT partner.

Knowing your current stage of e-commerce will help with making the right technology choices that will grow your business. You can take smaller steps within these stages of e-commerce to progress and evolve at a pace that works for your organization.

Take Action

Answer the following questions to assess your e-commerce strategy, and continue having these conversations as you go through your business journey:

What stage of e-commerce development are we currently in?

What do we need to become a better etailer?

How do we determine the next e-commerce stage of our business?

What integrated systems and support do we have now (e.g., e-commerce platform, POS, ERP, CRM, marketing tools)?

Where do we need to expand? What models do we need to expand?