**International Marketing Channel**

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**Advantages and Disadvantages of E-Commerce Strategy**

**Introduction**

E-commerce marketing is the process of improving sales by building and creating awareness of the product through online platforms, search engines, and websites. VR uses an e-commerce strategy to reach its customers worldwide, especially in the BRICS countries whose economies are rapidly growing. VR majorly focuses on B2B and B2C clients in its online marketing strategies, reaching a wide range of clients.

**Advantages of Relying on E-commerce Marketing Strategy**

E-commerceis associated with various advantages to VR companies. VR's use of e-commerce to obtain b2b clients brought the company numerous benefits.

**Reduced costs.** The use of e-commerce strategy to obtain b2b and b2c clients help VR in reducing operational cost. This is due to automation of all the processes involved in getting b2b customers as well as reducing manual handling of linens. The cost associated with traveling in search of other businesses to conduct business with is avoided. VR uses digital platforms such as Facebook, LinkedIn, and emails to obtain its b2b clients. Use an acquaintance of the media is cheaper than the manual search of B2B clients, which is costly due to many associated costs such as travel costs, accommodation expenses in case of obtaining the clients overseas where one has to spent some days, as well as follow up payments (Leunendok,2020).

**Increased sales.** E-commerce not only enhances the acquisition of new b2b clients but also helps acquire quick feedback, which is a significant factor in business. E-commerce strategy also increases the VR market segment since VR will gain customers from online and manual searches. Moreover, e-commerce increase sales since anyone can place orders anytime and anywhere all over the globe.

**Efficiency and accuracy.** E-commerce strategy enhances accuracy and efficiency in obtaining b2b clients since the digital marketing platforms always convey the correct information. In the media, VR provides all the information a client may need to know about the linen.

**Data-centric.** E-commerce enables VR to collect data on which their clients are based. Through e-commerce, VR can analyze data of their potential clients, thus help in estimation giving VR more knowledge on their target market thus giving it a chance to expand its target market hence obtaining more clients.

**Competition.** E-commerce gives VR a competitive edge over its competitors since it is able to access customers from all parts of the world, even with the Covi-19 crisis. VR gained a competitive advantage due to lockdown, which restricted movement in the area. Thus companies which have no adopted e-commerce will not be able to reach their customers; thus, there is a chance for VR to expand its customer base by grabbing its competitor's customers. VR gaining competitive advantage leads to increased sales thus increased profits.

**Time-saving.** The use of e-commerce to obtain b2b and b2c clients helps VR save time that may be used while manually searching for clients. E-commerce can be accessed anywhere, anytime by the client, thus saving time for VR marketers to travel and negotiate terms. E-commerce also saves time for the clients going to their premises to place an order. Keeping clients' time gives VR the advantage of being the customer's favorite.

**They have improved customer service.** E-commerce enables VR to provide improved customer service since the clients can post their inquiries and complaints on the digital platforms where VR can see quickly and respond accordingly. Customer service is essential for business development since customers are critical to the business's existence (Garil, 2002). E-commerce enhances customer feedback, which is advantageous to VR since customer feedback is crucial in obtaining and maintaining clients.

**Disadvantages of Using E-commerce to Obtain B2B and B2C Clients.**

Despite e-commerce strategy having many advantages to VR in obtaining b2b and b2c clients, e-commerce also has various disadvantages associated with an e-commerce strategy.

**Illiteracy of some clients.** The use of digital platforms to obtain b2b and b2c clients poses a challenge to those who don't know how to read and those less conversant with technology.

**Limited exposure of the linens.** E-commerce has reduced the linens exposure to the customers. Digital marketing platforms deny the customers the right to feel the texture of the linen reducing the customer's chances to buy the linen, therefore, decreasing sales. Digital marketing platforms restrict the customers their flexibility making e-commerce need revisiting(Joel, 2008)

**Lack of internet connection in some areas.** E-commerce strategy might not be successful in obtaining, especially in getting b2c clients since some clients may be living in areas with limited or no access to the internet, thus posing a more significant challenge to VR, resulting in reduced VR's customer base.

**Conclusion**

Finally, an e-commerce strategy is an excellent strategy to obtain both b2b and b2c clients. The design is efficient in marketing and advertising products to reach a wide range of customers hence the customer base and target market. An e-commerce marketing strategy's main advantages include reduced cost, increased sales, gaining competitive advantage and improved customer service, and enhancing efficiency and effectiveness in marketing and advertising.

However, there are also a few disadvantages of adopting an e-commerce strategy in obtaining b2c and b2b clients that VR and any company planning to adopt the approach should consider. Nonetheless, companies should start adopting e-commerce marketing strategies and e-commerce in general.

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