

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Informatics



Bachelor Thesis

Analysis of e-market in the Czech Republic

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Summary

The bachelor thesis is aimed to analysis of the e-market in the Czech Republic. The thesis is also aimed to explanation of e-business and other related concepts interconnected with it and analysis of customer preferences through online questionnaire that is used as a basis for a prognosis focused on future trends on the e-market in the Czech Republic. Next, the thesis focuses on situation on the Czech e-market and analysing two leaders within the Czech Republic. The bachelor thesis is divided into two major parts, theoretical and practical ones.

The theoretical part is aimed to the explanation and definition of internet, development of e-business and other related concepts. Furthermore, the two leaders of the Czech e-market according to highest annual turnovers are analysed.

The practical part is aimed to analysis of customer requirements and preferences of e-shops. The data needed for the analysis are collected through online questionnaire. Based on the analysis was created a prognosis about future situation on the e-market in the Czech Republic.

Keywords: e-business, e-commerce, e-market, e-shop, Internet, Alza, Czech Computer, Heureka.cz

Extended Abstract

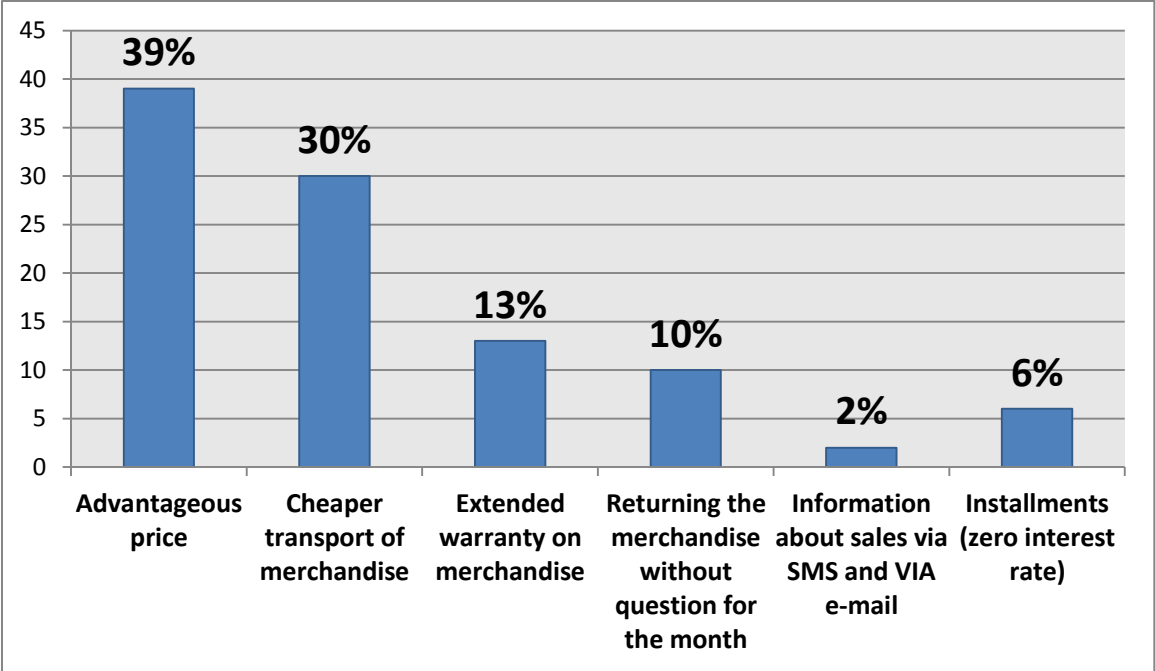
The content of extended abstract was picked from the most interesting and informative part of the bachelor thesis from viewpoint of the author. The mentioned part informs readers about the whole structure and content of the bachelor thesis.

Internet is a medium recently used for many various purposes, the bachelor thesis explains its role in business, development and history of the internet in the world as well as in the Czech Republic, and development of e-business. Initially, the theoretical part tackles e-business and other related aspects. It is essential to understand differences between e-business and e-commerce from viewpoint of *recherché* of used literature sources. Moreover, it covers the most important definition of e-business for the Czech e-market by OECD. Next, it explains e-marketing importance in today's global market. Next, the theoretical part is aimed to progression of e-business in the Czech Republic that is used for a prognosis in the practical part, this includes distinctions in annual turnovers, number of e-shops in the Czech Republic. The rest of the theoretical part covers explanation of ranges of merchandise, methods of payment, types of distribution, pricing strategies, and internet advertising. Furthermore, based on analysis of the Czech e-market and research about it and its current and former phases, two leaders in e-business were selected and described. The leaders were selected according to the highest annual turnovers on the Czech e-market. Secondly, the practical part is based on analysis of original online questionnaires answered by hundred respondents which were selected as a sample for regular customer base. The analysis was initially focused on identifying average respondents. The respondents were subdivided by two factors; according to age category and gender. Analysis of respondents' answers found and pointed out a number of purchases during year, popularity of ranges of merchandise, preferred methods of payments and distribution of merchandise, impact of advertising, and preferences of bonuses and rewards for loyal customers. Moreover, respondents revealed their perception of advantages and disadvantages of purchasing via e-shops. Eventually, the bachelor thesis sums up the most important aspects of e-business and customer behaviour and preferences on the Czech e-market, such as distinctions in preferences regarding to gender, the most preferable method of payment, desired bonuses and rewards, and advantages and disadvantages of e-shops on the Czech e-market. All the researched data and information were compiled into prognosis that is consisted of the major parts; prognosis of annual turnover in e-business on the Czech e-market, prognosis of range of merchandise, and prognosis of bonuses and rewards.

The practical part contains many various graphs. Two most interesting graphs were selected to illustrate the research. The graphs are the most significant sources of information for conclusion and prognosis.

The bar graph No.1 serves to inform about future trends and prediction of popular range of merchandise. The most visible fact is that electronics – television and smartphone is going to keep its popularity, whilst popularity of fashion and cosmetics is going to increase in next year. Contrarily, popularity of books and magazines, tickets, and sports equipment is likely going to decline in next year.

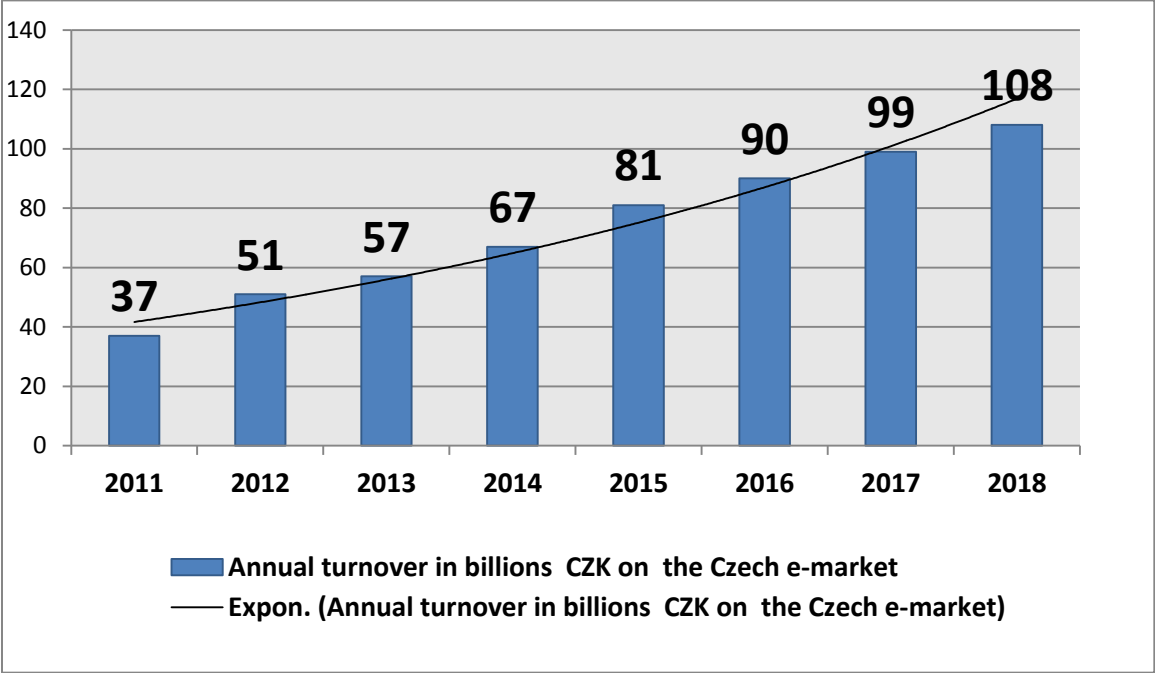
Graph No.1: Most Popular range of merchandise purchased in e-shops predicted for next year



Source: Author

In accordance with information in sub-subchapter 3.3.1, it is possible to set a forecast of annual turnovers in e-business on the Czech e-market. Between the years 2011-2015, the annual turnovers have been increasing in average by nine billions CZK. Under the condition of stable and constant growth, the annual turnovers are going to reach an incredible amount of one hundred and eight billions CZK.

Graph No.2: Growth of annual turnover



Source: Author

Objectives and Methodology

Objectives

The main objective of the bachelor thesis is the analysis of e-market in the Czech Republic. The bachelor thesis will be focused on researching customer preferences. It will be created an evaluation and a prognosis of future trends on e-markets and a possible direction of consumer preferences of purchases via internet. Furthermore, the bachelor thesis will highlights key elements that lead to success on the Czech e-market and have tremendous impacts on profitability. The elements are selected through both theoretical analysis of the most profitable e-shops and the survey of e-market.

Methodology

The bachelor thesis is divided into two major parts, theoretical and practical ones. The theoretical part will be consisted of two parts. The first part covers definitions and explanations of e-business and related sub-chapters. The sub-chapters cover e-commerce, types of payments, and logistics within e-business. The second part will be aimed on analysis of significant elements of two most profitable e-shops on the Czech e-market. The shops were selected according to the highest amounts of annual turnover. The major objective of the practical part will be a survey of the Czech e-market from point of view of customers. The bachelor thesis will be based on studies of credible scientific and scholar literature, electronic books, and vocational online articles. These sources will be collected from domestic and foreign libraries and websites. The practical part will be solved by a method based on online questionnaires. Results of the questionnaires will be compiled to a complex prognosis of future trends on the Czech e-market.

Conclusion

E-business has become a fundamental cornerstone in economies all over the world. It is interrelated with almost all branches and business environment has become more and more dependent and influenced by e-business. Numbers of e-shops keep increasing by large numbers as well as annual turnovers on the Czech e-market. Contemporarily, e-business has a high level of competition, thus e-shops try succeed a lot, attract customers and recognize their needs, preferences and wishes, and find a way how to build up a strong position in this branch. It is extraordinarily important to be able to determine and aim to merchandise that is going to be most likely desired by customers in future. Entrepreneurs and e-shops making business on the Czech e-market make a lot mistakes, however this can be prevented by good and thorough market research and analysis. Because of the high level of competition, customers who are not satisfied by purchase via e-shops have many other options to find to their selected range of merchandise to buy. Hence, it is essential to ensure good loyalty program, bonuses and rewards for customers.

Literature sources

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