

A business strategy can be defined as the combining -
tion of all the decisions
taken and actions performed
by the business to accom-
plish business goals and
to secure a competitive
position in the market.

It is the backbone of the
business as it is the
roadmap which leads to
the desired goals. Any
fault in the business
getting lost in the crowd
of overwhelming competi-
-tors.

A business objective with-
out a strategy is
just a dream. It is no
less than a gamble
if you enter into the
market without a

well-planned strategy,

Consumer Protection.

To protect consumers from online fraud, the Ministry of Consumer Affairs has introduced draft Consumer Protection Rules, 2019 to regulate e-commerce platforms operating in India.

The ministry published the draft Rules to obtain stakeholder feedback with the aim of notifying them under the amended Consumer Protection Act, 2019.

Seller Protection

Seller protection protects you from chargebacks, reversals and claims for the full amount on eligible payments due to an unauthorized transaction or an item not

received.
The order is protected by
Paypal's seller protection
for unauthorized pay-
ments and items not
~~to~~ received.

Seller protection protects you
from chargebacks, reversals
and claims for the full
amount on eligible payments
due to an unauthorized
transaction or an item
not received.

Just-In-Time-Delivery

Just in Time delivery, or JIT delivery, is a supply chain inventory management technique that is designed to increase efficiency while decreasing waste by receiving products or materials only when they are needed. ~~It~~ with drop-shipping being the increasingly preferred method of order fulfillment for smaller e-commerce retailers, JIT delivery is even more appealing.

Outsourced just-in-time delivery services can radically help e-commerce retailers streamline operations for better efficiency and lead to improved profitability with their online businesses.