

E-Commerce Business Model in KLER Enterprise for Shirt Manufacturing

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ABSTRACT

E-commerce is emerging as a new way to help businesses to increase competitiveness and thus contribute to the economic success of the country. Spaces and opportunities for e-commerce are growing due to the steadily improving access to technical and communication infrastructure. The integration of information and communication technology in business enables the reduction of product costs, improvement of productivity, as well as the promotion of greater participation and mass activation of consumers. This research work is focused on the realization of a successful study work in electronic commerce and electronic business for shirt manufacturing in Albania called KLER enterprise. Furthermore, project of developing a website that sells shirts according to preference is described in the case study and are explained also the steps towards the development of the KLER web page. This includes creating more effective external interactions with customers, associates, and suppliers, and it can also improve the internal efficiency of the business as well as the emergence of new services and products.

Keywords: E-Commerce, E-Business, business strategy, manufacturing, entrepreneurship.

1. INTRODUCTION

The need of improving the efficiency in business, and also the reduction of cost and enrichment of satisfaction for customers has created a need of a new e-business infrastructure. The enterprise can strengthen e-commerce features in some enterprises. Recently, spaces and opportunities for e-commerce are growing in Albania due to the steadily improving access to technical and communication infrastructure. The integration of information and communication technology in business enables the reduction of product costs, improvement of productivity, as well as the promotion of greater participation, mass activation of consumers and preventive social isolation imposed during covid-19 situation [1].

The authors at [2] come up with comprehensive guides in their study regarding starting a business online. An e-commerce plan will have the need of supporting features and services and also methods to be more visible for attracting clients on a

website. Another research work [3] comes up with some information for the design of the website, customer loyalty, simple and logical processing of the order, convenient method of payment. From the other side it has been stated at [4] that many people are limited to selling and buying their products in the market facing the problems of distance, traffic, choice, and cost of the product.

The above researchers work has shown that the business faces change with the implementation of e-commerce project applications. A change may occur in the risks faced by the developers of the e-commerce applications. Were found some differences between traditional projects and e-commerce like changes in the development process outcomes, methods, changes in stakeholders and changes in determining application features. Our research work will be focused on the realization of a successful study work model in electronic commerce and electronic business for shirt manufacturing in KLER Albania enterprise [5]. It has been concentrated on the needs for developing a website that sells shirts according to preference and on the steps towards the development of the KLER web page.

2. E-COMMERCE MODEL FOR BUSINESS APPLICATION

This section has been focused on implementation of the new technology model in e-business and its trans-formation. Technologies are in one part, but they need to be integrated with some changes in strategy of the business, with the processes, with the culture of the organization and its infrastructure. Many key processes, related with procurement, sales, customer relationship management, production, must need to be changed in some part. Some software tools can be used to facilitate conversion to e-business. In the Figure 1 is presented the need for Electronic Commerce for different business.



Figure 1. Need of Electronic Commerce [6]

E-commerce plays an important role for successful enterprise transformation which is a key change in the organization. A transformation is a great change, and a detachment from the past. Some important points for successful enterprise transformation are as follows:

- thinking of the enterprise is radically changed.
- major changes in business processes and models
- enterprises different from the past

- management of behaviour
- new organizational structures can be created
- e-commerce implementation

Every business is different, but the requirement of power is same for all. Nowadays is important to be part of the internet to stay competitive [7]. The process for launching the start-up and the building or purchasing the website as the key point for e-commerce implementation in successful business application has been explained in the below subsections.

2.1 Process of launching a start-up

The business model expresses the way in which work is done from the website. Among other things, it provides practical guidance for an e-business success. Below are some steps for this process:

- Identification of a customer or business need in the market.
- Investigation of the possibility.
- Determination of the owner's ability to meet the needs of the business.

Assuming there is a real business opportunity, the business owner can turn the opportunity for success. Business has skills in recruiting, planning, management, negotiation required, marketing and financial management as well as entrepreneurship, attitudes such as innovation, risk taking, and being strategic. Finally, government regulations need to be considered.

The Online Shopping model, which is very popular internationally, brings benefits to enterprises and to customers. Retail e-commerce shows an exponential growth based on the figure below.

In the Figure 2 is illustrated the trend of the global retail e-commerce market. In the past 5 years, the e-commerce in global market is increased by approximately 250%. It is expected to reach 6542 billion U.S. dollars in 2023. It expects to become a mainstream business model and replaces plenty of traditional stores [8].

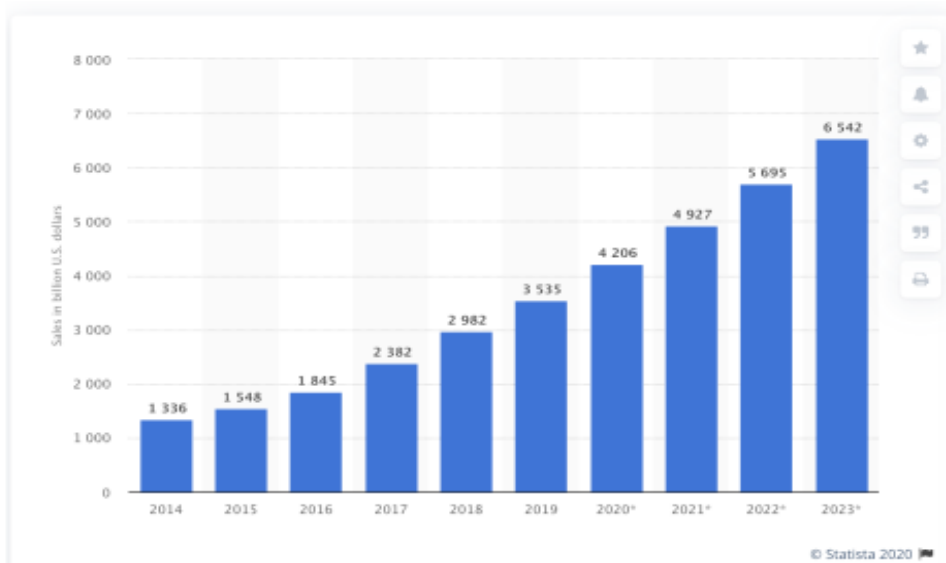


Figure 2. Retail Electronic Commerce sales worldwide (in billion U.S. Dollars) [8]

2.2 Build or purchase a website for a business

The website is the mechanism by which an online business firm communicate the information about its products or services with the customers. Websites can be classified in some levels:

- An informative information site with the main purpose to have a Web presence.
- An interactive website with the possibilities to include a search engine, video product demonstrations, customer feedback, value-added features, etc.
- Transactional website for products and services.
- Collaborative website that allows business partners to interact and collaborate.
- A socially oriented website with information on common interests.
- Creating a website. The other task of the website owner is to create the website.

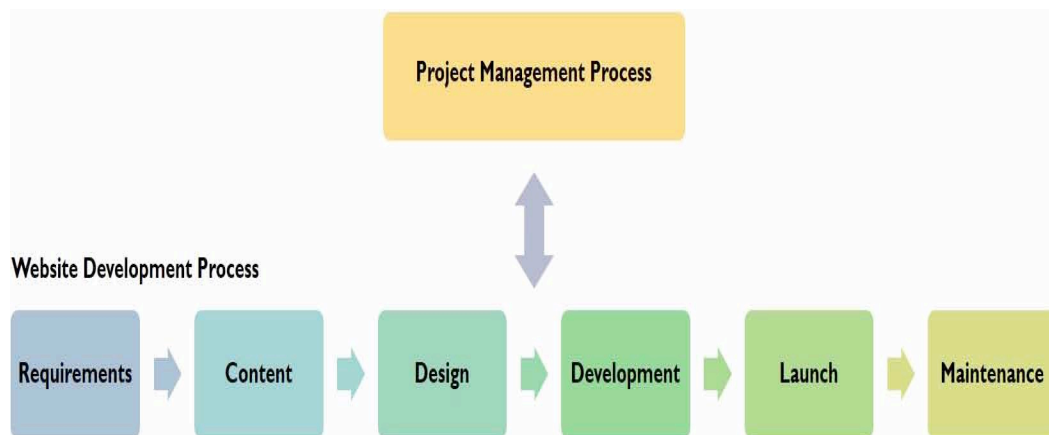


Figure 3. The six phases in the proposed website development process [9, 10]

3. RESEARCH AND FINDINGS: KLER CASE STUDY IN ALBANIA

E-commerce websites that sell a lot of customized products tend to be very rich in technical quality creating space for users to select and build products according to preference. This research work involves the development of a website for successful KLER Albania that sells shirts according to preference by Direct Message Consulting Services (DMCS). The challenge is to hide this complexity and make ordering as easy and simple as possible. The navigation should be clear with steps and there should be no way for the client to get stuck in a dead end. The company prides itself on high brand quality, rapid capacity change, competitive price with a low labour cost and retail or wholesale orders.

KLER is currently a Custom-Made T-Shirt (CMT) enterprise that receives from its customer, fabric, special trims, and labels. KLER cuts, makes, and packs them to order. The final product, in any required packaging form, can be purchased at the former factory or delivered to the customer by a selected carrier or postal service throughout the country or abroad. The development of the KLER portal, domain and website for successful online business management has been explained in the below subsections.

3.1 Development of the KLER portal, the domain and website

The development key for successful e-commerce implementation business of the KLER enterprises has been focused on the three important steps which are as follows.

Step 1. Buying a Domain

DMCS started the procedures to buy the address with the .al suffix since the business is conducted in Albania, i.e., www.kler.al. The suffixes .com, .net, .org etc., have a meaning where they usually indicate to whom the site belongs or where the business is conducted as well as the profile of the site. For example .com means that the site is commercial in nature.

Step 2. Build a website for the KLER online store.

The second step is to set up a system platform which allows access to the system by many users. Magento has been chosen which is an e-commerce platform that will deal with user identification, content management and shopping cart. Once the platform is set up, we proceed at the same time with the website which is what the customers are looking at. The graphics of the web page (interface) should be attractive but not overloaded with information. The user interface should clearly show the process of buying a custom shirt or blouse with a few easy steps. Products should have detailed pictures and description, for information such as: fabrics, price, size and so on.

Step 3. Hosting the site.

DMCS offers several types of packages that include purchasing the domain, building the website, and hosting it at a reasonable price and setting them up without the need for the client to search and purchase these and then configure them. DMCS in some packages offers maintenance service from a period up to one year so that if the business needs expansion it takes precautionary measures to meet the needs without interrupting the service.

Based on the above three important steps it has been implemented also the transaction processing and checking the payment of goods. In the first case the customer will be able to see all the items and for each item the price and will also calculate the total price including shipping and packaging if applicable, before proceeding with the payment. In the second case it should be checked the payment of goods which includes the final selection of items by the consumer from the basket and a response from the merchant regarding the detailed cost of products, tax, and the total cost of purchase. Also, before checking in and making a payment, some information gathered about customers will be included, including payment options.

3.2 KLER online business management

KLER online business management continued with three more steps to complete the successful e-commerce business model which are as follows.

Step 4. Accepting payments online.

Payment: In this process, the customer provides some personal information including the shipping address and chooses a payment option such as credit / debit cards or cash upon de-livery of the goods. In case of credit / debit card payment a third party undertakes the processing / payment process.

Invoice: The system sends both parties an email confirmation of purchase and a confirmation when the purchased products have been delivered to the destination.

Shipping Process: KLER currently offers commercial shipping but is usually a third party involved in the process.

Step 5. Promote online business.

DMCS offers promotion service through social networks like Facebook and advertising through flyers that are sent via email.

Step 6. Online business management.

DMCS during site building equips your store with all the necessary modules for its complete management.

Catalogue management: The system can manage all the product catalogues that KLER has for sale, to appear online for browsing. The system can tell you when a product is available in stock or not.

In the end of the methodology used in KLER enterprise Albania it has been seen that the client interaction easier and more comfortable with the system. While website development generally pays a lot of attention, for e-commerce site itself a lot of attention is paid to attributes and options for mass customization. Each shirt has several attributes: fabric (fashion, solid 1, solid 2, etc.), collar (mod 339, mod oxford, mod gio 450, etc.), cuff (cuff 1, cuff 2, etc.), style (smooth back, smooth front, and tabular front), fit (standard and fit) and for each section the client has the size option in cm. The system has several controlled steps to instruct the client to follow the exact process of fitting the attributes and elements of the shirt. The customer can buy shirts directly as seen without the need for tailoring, in addition to the size in the shirt section.

4. DISCUSSION AND CONCLUSION

In this paper we have briefly described the main concepts for starting an online business and the processes of initiating a start-up e-business. Online shopping is currently being observed as a trend of e-commerce. This way of buying is expected in the future to be the main way where people will use regularly. In the current research work is created a method in web page that models the customer interaction with the system and consider the limitations between product attributes. While website development generally needs a lot of attention, for e-commerce site itself a lot of attention is paid to attributes and options for mass customization. Given this it can be recommended that senior management of small and medium enterprises must see the electronic application as an asset to create a competitive advantage. Companies should try to apply all forms of e-commerce to achieve the highest possible performance.

Implementation of e-commerce into their business strategy will give more advantages and benefits and it will result in cost reduction, operational efficiency, in improving the communication with customers and in creating a loyal customer base. KLER enterprise Albania for shirt manufacturing was successful e-commerce business model mentioned in this research work where it has shown the client interaction easier and more comfortable with the system. This successful business model can help new enterprises the possibility to use e-commerce in different business applications. They should start the application of this technology and adaptation of it in the enterprise to take advantage of the benefits that it offers. E-commerce can also help by improving enterprise relationships, directing, and managing the processes more efficiently.

CONFLICT OF INTERESTS

The authors would like to confirm that there is no conflict of interests associated with this publication and there is no financial fund for this work that can affect the research outcomes

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