



## **An-Najah National University Faculty of Engineering**

**Department of Civil Engineering  
Advanced pavement design and Environmental Engineering**

### **Graduation project II:**

## **E-commerce in Palestine: challenges & future**

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# Outline:

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# Introduction



- This graduation project investigates the growing significance of e-commerce in the modern business landscape, with a particular emphasis on its impact on businesses operating in Palestine.
- Through careful analysis, the project evaluates the advantages that e-commerce can offer to businesses, including the ability to expand their customer base and generate more significant revenue streams.
- Through the use of case studies and surveys, this research project provides a comprehensive overview of the adoption and impact of e-commerce in different industries and regions within Palestine.
- Ultimately, the project concludes with recommendations for businesses and policymakers on how to optimize e-commerce opportunities while addressing its challenges in Palestine.

# Background



## Introduction:

- ❖ E-commerce or electronic commerce has changed the way businesses operate by enabling online buying and selling of goods and services.

## Impact of COVID-19:

- ❖ Pandemic accelerated the shift towards online shopping.
- ❖ Businesses embraced e-commerce to reach customers during lockdowns and restrictions.

## Challenges in Palestine:

- ❖ Limited digital infrastructure.
- ❖ Absence of a well-defined legal and regulatory framework.

# Problem statement



- ❖ Challenges hinder the e-commerce market's growth potential in Palestine, including limited digital infrastructure.
- ❖ Slow internet speeds and limited broadband access make it difficult for businesses to establish and maintain e-commerce platforms.
- ❖ The absence of a clear legal framework for e-commerce creates uncertainty and distrust in online transactions.
- ❖ Businesses in Palestine face challenges related to limited payment processing options and restricted international shipping services.

# Objectives

- ❑ Conduct a comprehensive analysis of the e-commerce market in Palestine.
- ❑ Identify the challenges hindering the development of the e-commerce market in Palestine.
- ❑ Evaluate the impact of e-commerce on businesses in Palestine.
- ❑ Provide recommendations to address the challenges and maximize the growth potential of the e-commerce market in Palestine.

Overall, the project's objectives are designed to provide a comprehensive understanding of the challenges and growth potential of the e-commerce market in Palestine, as well as recommendations to address these challenges and maximize the market's potential.

# Importance of our work



- ❑ Analyze the e-commerce market in Palestine: Assess size, growth, and key players.
- ❑ Identify challenges in the Palestinian e-commerce market: Recognize obstacles faced by businesses.
- ❑ Evaluate impact of e-commerce on Palestinian businesses: Examine benefits and drawbacks through case studies.
- ❑ Develop recommendations to overcome challenges: Provide actionable suggestions for businesses and policymakers.
- ❑ Maximize growth potential in Palestinian e-commerce market: Optimize market development based on recommendations.

# E-commerce elements



- The experience in the field of e-commerce and the academic qualification.
- Finance and advertising.
- Inventory.
- Legal consideration.
- Shipment.
- Return policy.
- Payment and information security.

# E-commerce challenges

- ❑ Limited Digital Infrastructure.
- ❑ Payment and Financial Transactions.
- ❑ Legal and Regulatory Framework.
- ❑ Trust and Security Concerns.
- ❑ Shipping and Logistics.
- ❑ Inventory Management.
- ❑ Return Policy and Customer Service.

# E-commerce opportunities

A person in a dark suit is using a tablet. The background is dark with blue and white light effects. Overlaid on the image are several numerical values: 100.3, 210.95, 149.16, and 23.26. There are also some faint lines and a dashed line visible.

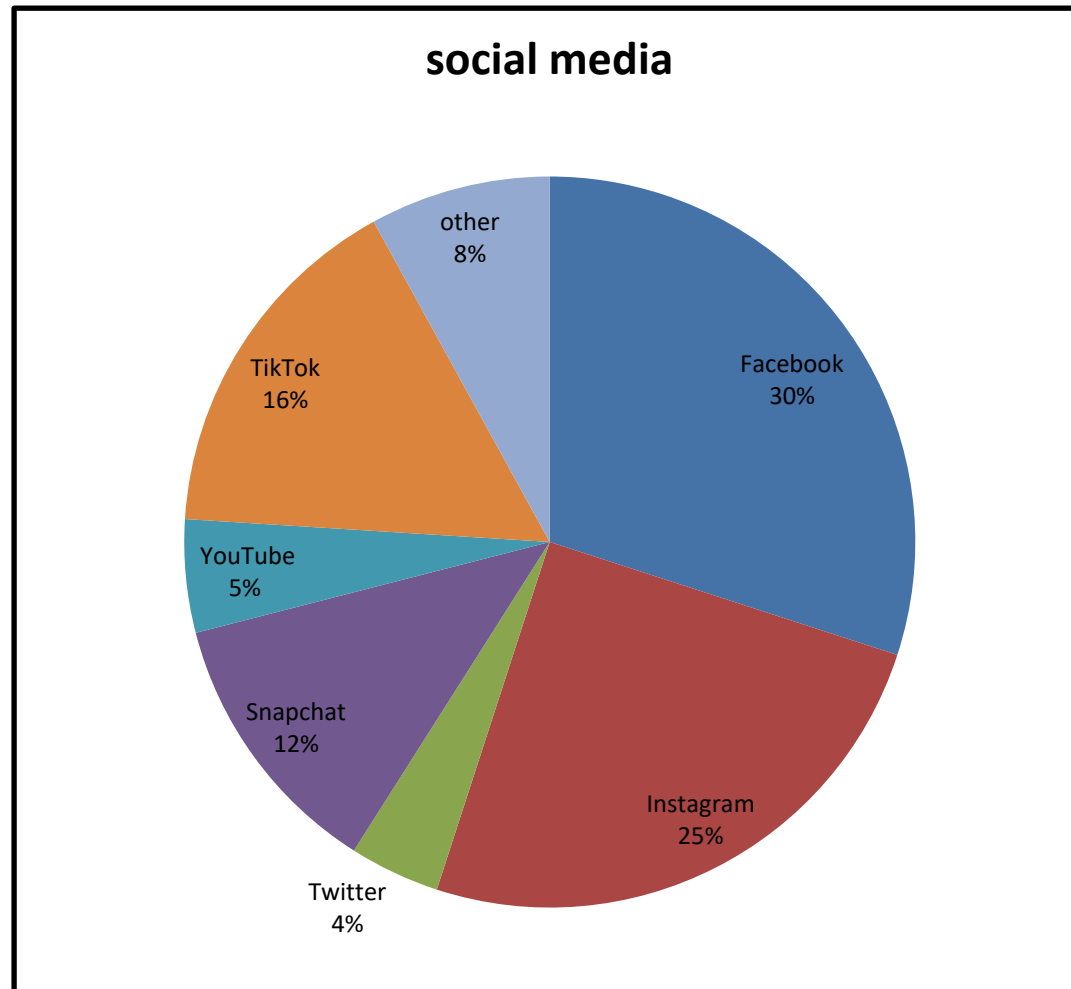
- Expansion of Online Marketplaces**
- Mobile Commerce (m-commerce)**
- Cross-Border E-commerce**

# Research design & Data validation

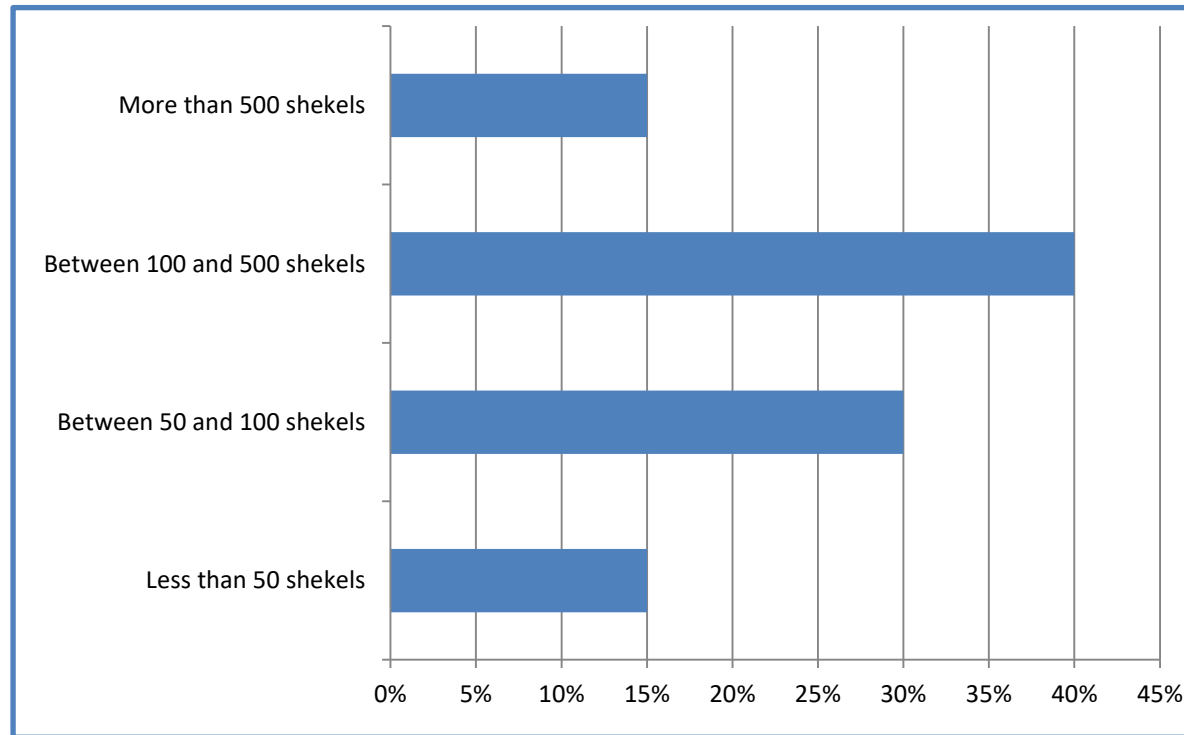


- Research design**
- Sampling Procedure**
- Data Analysis and validation**

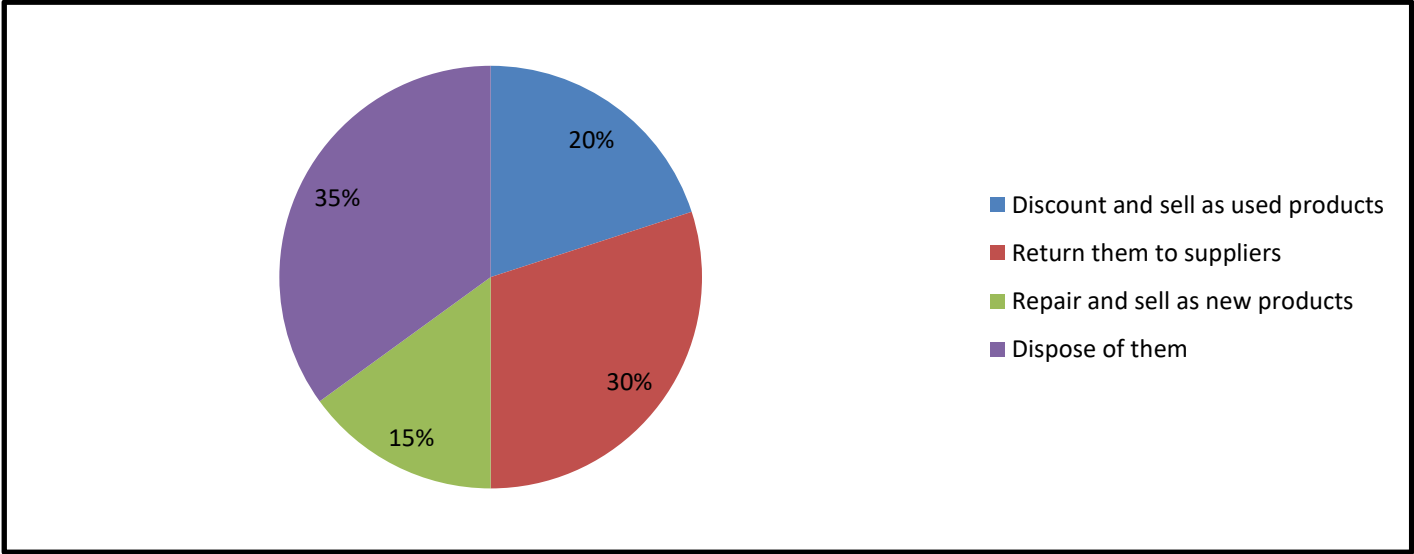
# (Experience in E-commerce and Academic Qualifications)



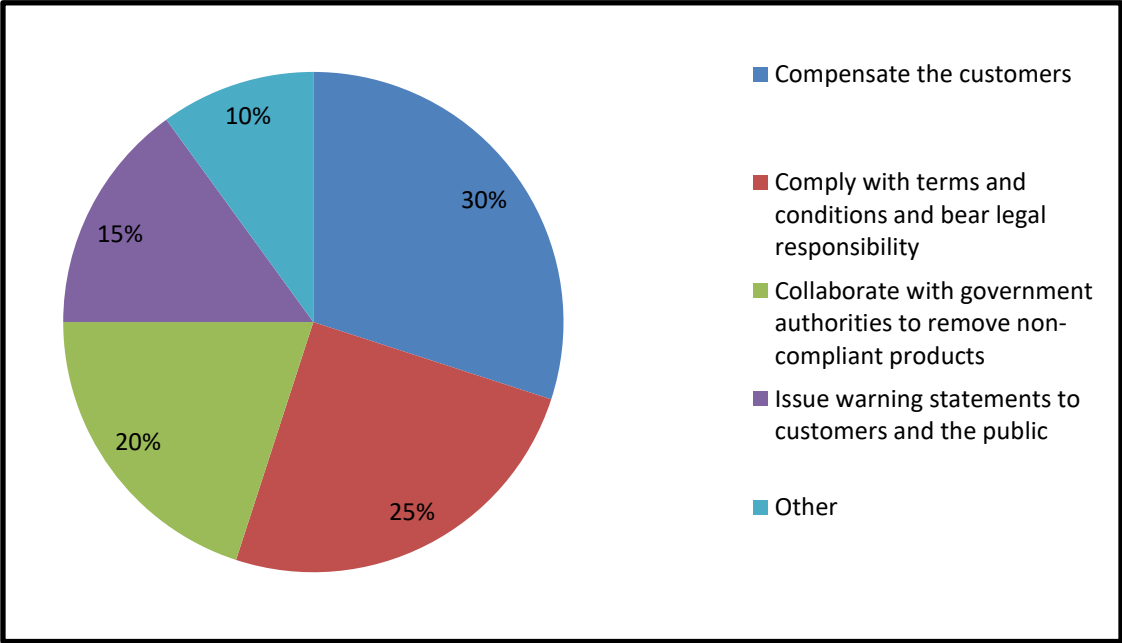
# Analysis & Results (Financing and Advertising)



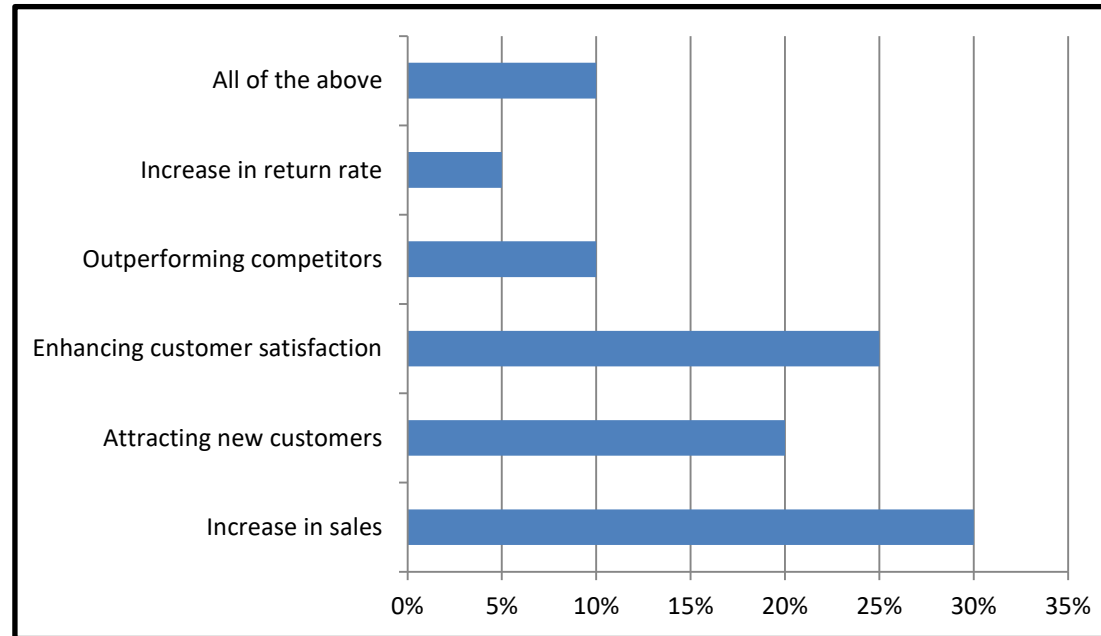
# Analysis & Results (Inventory)



# Analysis & Results (Legal section)



# Analysis & Results (Shipment & Delivery)



# Conclusion

- ❖ Lack of e-commerce knowledge in Palestine.
- ❖ Secure financing and implement effective advertising strategies are needed.
- ❖ The need to Implement robust inventory management systems.
- ❖ Ensure compliance with legal regulations for trust and credibility.
- ❖ Establish reliable logistics partnerships and innovative delivery options.
- ❖ Customer-friendly return policies enhance trust and satisfaction.
- ❖ Integrate diverse payment methods and secure gateways.

# Recommendations



- Enhance Financial Support:
- Foster Legal Awareness:
- Improve Logistics Infrastructure.
- Promote Standardization of Return Policies.
- Accept credit cards, cash on delivery, e-wallets and Invest in secure payment gateways and evaluate systems regularly.

