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While Australian e-commerce still has a long road to travel before catching up with US and Europe, a recent study has found that the divide is steadily closing.

Australian businesses are increasingly realizing the importance of e-commerce to stay competitive and their ability to reach out to customers far and wide. But thereâ€™s more work to be done to close the gap that remains too large especially in the small business sector.

However, of greater concern is the fact that many small businesses in Australia do not realize that e-business is critical to their competitive success.

As per IDC "Too many small business operators believe that having e-mail and a basic Web site is enough, but it's notâ€•. E-business is the way of the future that will enable them to meet the challenges of local and global competitors."

With robust growth in e-commerce technologies and security layer technologies attaining maturity level, consumers now feel more confident and secure to shop online. Australian firms are making a strong showing in the business-to-consumer (B2C) sector with strong annual growth.

Even if Australian firms have yet to take full advantage of the e-business revolution, they are starting to get their storefronts online and thatâ€™s a good start.

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NextGen Ebiz Soultion - About Author:
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