

Overview of e-commerce in Czechia



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ADMINISTRATION IN KARVINA

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Outline of the lecture



- Introduction to e-commerce
- E-commerce statistics in the Czech Republic
- TOP samples of Czech e-shops
- E-shop business plan
- Examples of tools to create an e-shop



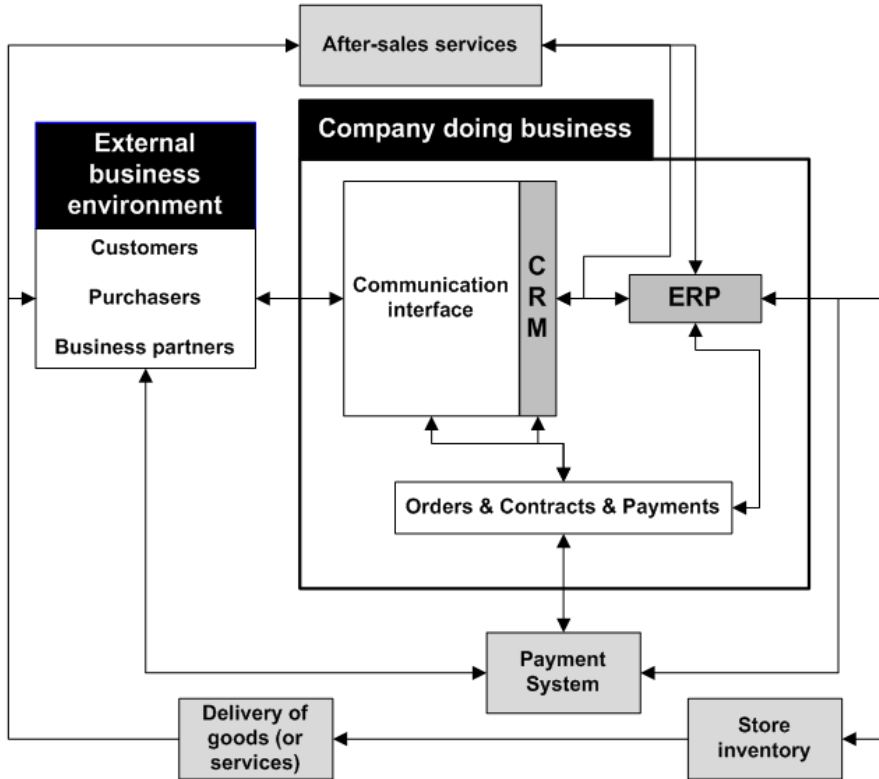
- The history of ecommerce begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web—or “ecommerce” as we commonly know it today.
- According to (Velmurugan & Narayanasamy, 2008) e-commerce is defined as an attempt to increase transactional efficiency and effectiveness in all aspects of the design, production, marketing and sales of products or services for existing and developing marketplaces through the utilization of current and emerging electronic technologies.



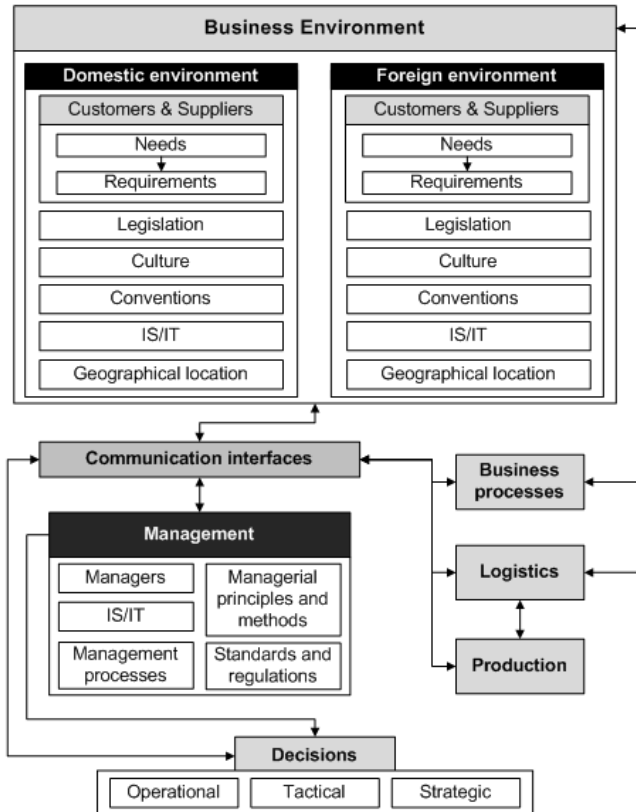
Major Ecommerce Business Classifications

- B2B: Business to Business Ecommerce
- B2C: Business to Consumer Ecommerce
- C2C: Consumer to Consumer Ecommerce
- C2B: Consumer to Business Ecommerce
- Government / Public Administration Ecommerce

Introduction to e-commerce



Introduction to e-commerce



E-commerce statistics in the Czech Republic

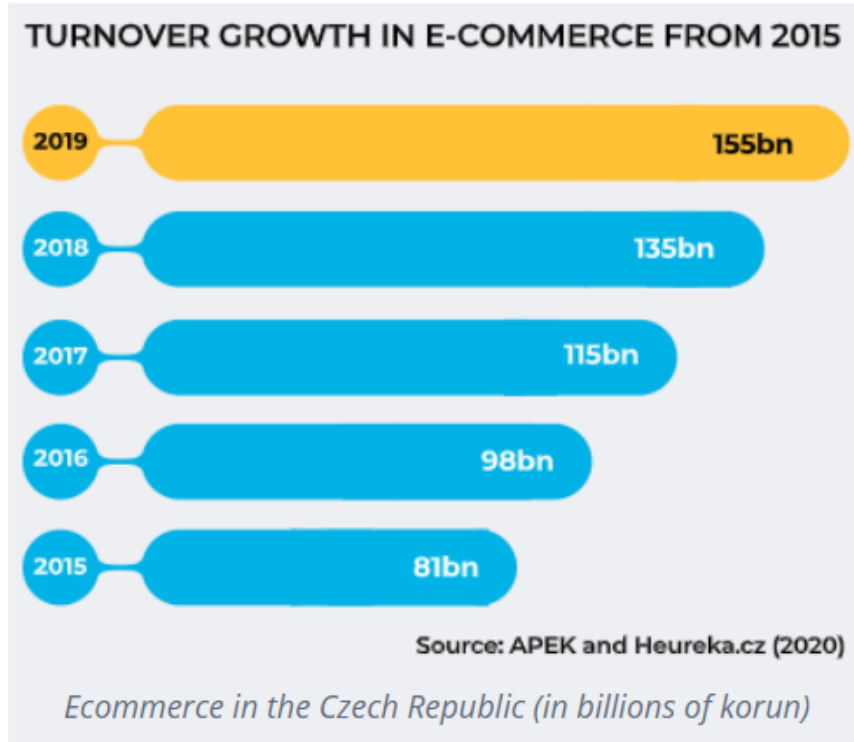


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Ecommerce in the Czech Republic is doing quite well. There are nearly 6 million Czechs who are doing shopping online. This means that user penetration in this market is 54% in 2020 and is predicted to reach 65.1% by 2025.

All top ecommerce sites are based in the Czech domain.

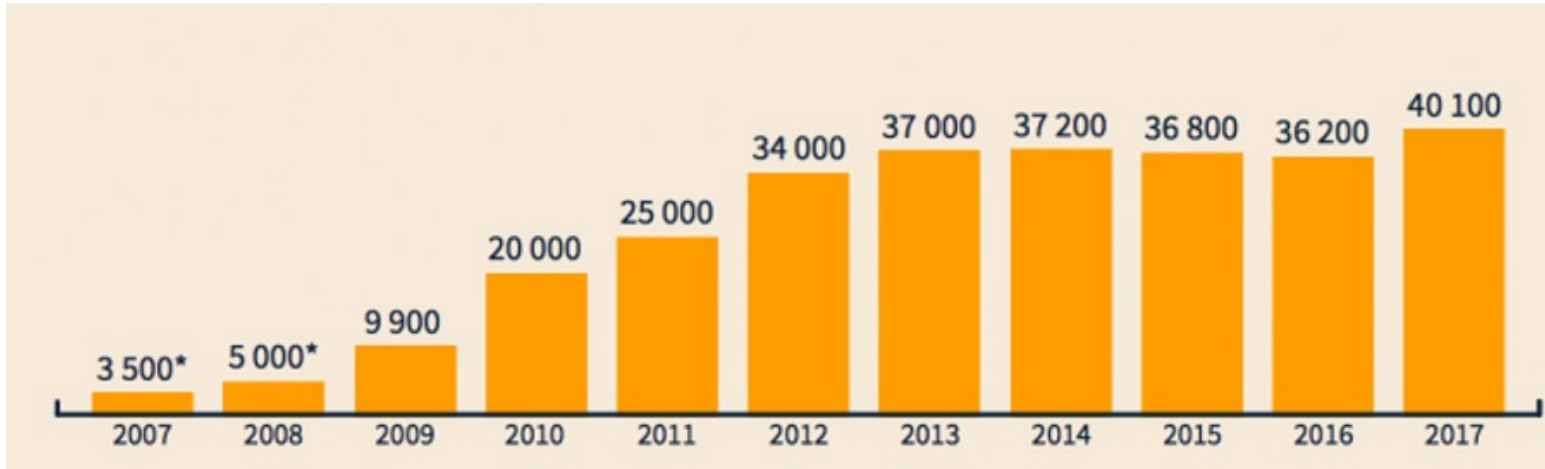
E-commerce statistics in the Czech Republic




E-commerce statistics in the Czech Republic

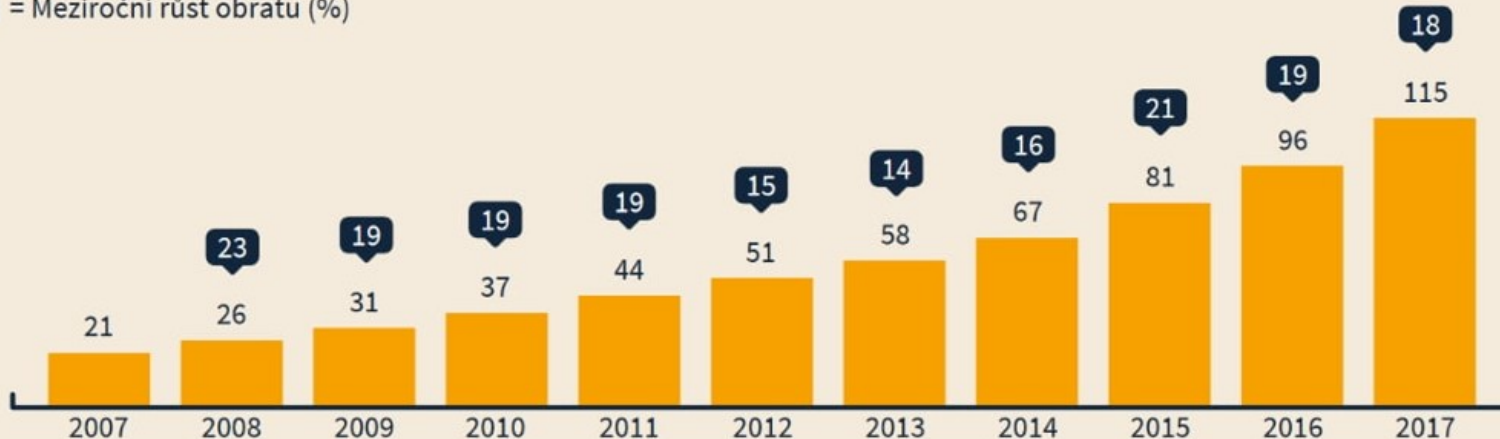


NUMBER OF E-SHOPS



TURNOVER GROWTH

 = Meziroční růst obrátu (%)



E-commerce statistics in the Czech Republic



TOP ONLINE THE ECOMMERCE MARKET STORES IN THE CZECH REPUBLIC BY ECOMMERCE NET SALES 2019 IN MILLION US\$

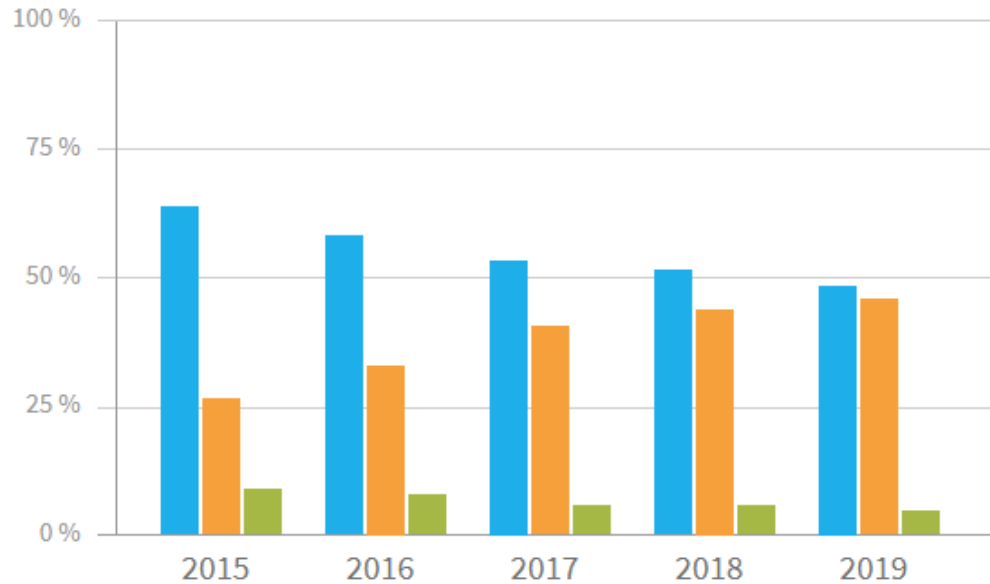
#	Store	
1.	alza.cz	US\$796m
2.	mall.cz	US\$280m
3.	czc.cz	US\$147m
4.	rohlik.cz	US\$140m
5.	lidl-shop.cz	US\$98m

source: <https://ecommercedb.com/en/markets/cz/all>

E-commerce statistics in the Czech Republic



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 **49 %**
Desktop

 **47 %**
Mobil

 **4 %**
Tablet

E-commerce statistics in the Czech Republic



Druhy plateb

Jakým způsobem zákazníci v e-shopech platí nejraději?



Dobírka

47 % ↓



Online platba kartou

24 % ↑



Bankovní převod

22 % ↑



Osobně

7 % ↑

Druhy doprav

Zajištění logistiky zboží je pro každý e-shop zásadní. Které dopravní společnosti v Česku hrají prim?

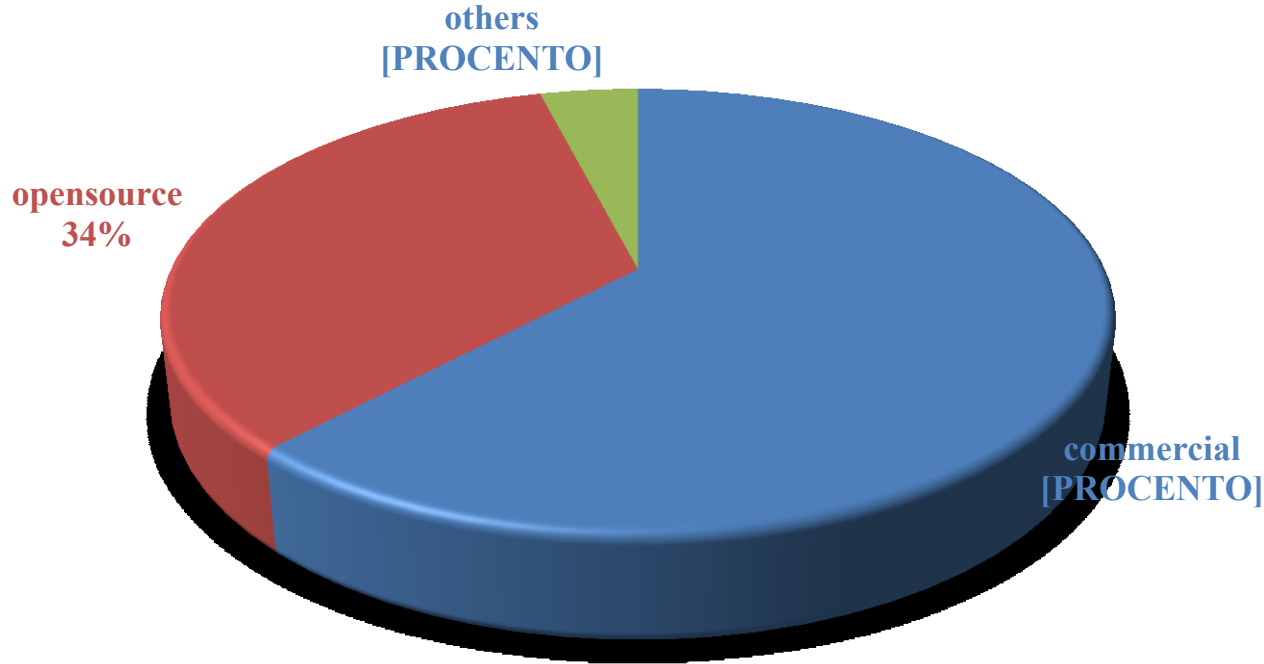


Source: <https://www.ceska-ecommerce.cz/>

E-commerce statistics in the Czech Republic



E-COMMERCE TOOLS



TOP samples of Czech e-shops



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The screenshot shows the Alza Hobby website homepage. At the top, there is a navigation bar with links for 'Try new Alza Premium', 'My Alza', 'Log In', 'For Organisations', 'About Shopping', 'Careers', and a language selector. Below this is a search bar with the text 'What are you looking for? E.g. AlzaPower..' and a 'Search' button, along with a 'Cart' icon. The main navigation menu includes categories: Electronics & Home, Toys, Sport & Outdoor, Hobby & Garden (highlighted), MAXI Drugstore, Beauty, Books & Magazines, Pet, and Car & Moto. A large banner for 'Mowers' features the text 'Teach Your Lawn a Lesson' and a 'Mowers »' button. Below the banner is a promotional bar for 'Ready for spring with Alza Hobby' featuring a lawnmower and a 'Tell me more' button. The 'For Your Comfort' section displays five products with their prices and ratings:

Product Name	Price	Rating
DALLAS Adjustable Lounger	1 299,-	★★★★★
ALLIBERT ROSARIO BALCONY Brown	3 399,-	★★★★★
ROJAPLAST STANDART Parasol 4m (8010S) Green	1 699,-	★★★★★
Fieldmann FDZN 4010-T ALICE-T	2 199,-	★★★★★
ROJAPLAST S 8080 350	2 099,-	★★★★★

TOP samples of Czech e-shops



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% Pro 100 Kč na další nákup se [zaregistrujete zde](#), nakupte a voucher dostanete mailem.

MALL.CZ [Ceny dopravy](#) [Vše o nákupu](#) [Pro firmy](#) [Prodejny](#) [Kontakt](#) [Věrnostní kluby](#)

NEJVĚŠÍ VÝBĚR VODNÍCH HRAČEK PRO CELOU RODINU

VYBERTE SI KATEGORII

Hledej stan, houpačka, sluchátka...

Přihlaste se
Můj účet

0 Kč
Košík / 0 ks

- Spotřebiče
- Mobily, PC a kancelář**
- TV, audio a foto
- Pro děti
- Hobby a zahrada
- Domácnost
- Móda
- Chovatelské potřeby
- Sport a outdoor
- Drogerie
- Kosmetika
- Auto-moto
- Zdraví
- Zábava, knihy a další
- Rozbalené a závoňní
- Všechny kategorie

DOPŘEJTE SI DOVOLENOU U BAZÉNU

Vše pro vaši zahradu na jednom místě!

[Více zde](#)

% Akce dne Týden se značkou Sencor Dobroty pro kočky se slevou až 40 % Chládek pro vaše potraviny Rozbaleno. Vraceno. Zlevněno! Vše pro zahradu

LETNÍ VEDRA PUSŤTE K VODĚ

Největší výběr vodních hraček pro celou rodinu

[Kouknou](#)

DOBROTY PRO KOČKY SE SLEVOU AŽ 45 %

Ať jim chutná všech 7 životů!

[Nakoupím](#)

TOP samples of Czech e-shops



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Úvodní stránka e-shopu CZC.cz s navigací a reklamou.

Navigation: Vydejní místa | Kontakty | Akce, výprodeje a novinky | Služby | O nákupu | GEEK Magazin | CZC.Business | Přihlášení

Search: Hledat sluchátka, telefon, pevný disk... **Hledat**

Hot items: Hledá se: sluchátka, monitory, herní židle, Apple AirPods Pro, Xbox Series X, iPhone 12

Categories: Mobily, tablety | Počítače, notebooky | Komponenty | TV, audio, foto | PC doplňky | Gaming | Síťové prvky | SMART | CZC.Lab | CZC.Klub

Left sidebar:

- Smartphony se super dárky
- Fanděte se správnými barvami
- Vítejte v nové éře iPhoneu
- Hrajte na plný plyn
- Inteligentně elegantní
- Days of play

Main banner: Zásilkovna nově na CZC.cz

Offer: Doprava Zásilkovnou za 1 Kč

Right sidebar: SMARTPHONY SE SUPER DÁRKY + Doprava Zásilkovnou za 1 Kč

Product recommendations: Vybrali jsme pro vás

- Jabra PanaCast (★★★★★ (2))
- Resident Evil Village (PS5) (★★★★★ (4))
- CZC.Office Kite One, (★★★★★ (6))
- EPICO bezdrátová nabíječka 2v1 (★★★★★ (2))
- Baseus bezdrátová nabíječka

Bottom right: To chci



The e-shop business plan should include the following information:

- business plan definition, strategy
- target groups and their needs
- SWOT analysis
- financial plan
- choosing an e-shop creation tool



In the initial phase of creating a new e-shop, it is necessary to reflect and clarify:

- Who the site is intended for
- What a potential customer will find on it

The following basic questions are also asked:

- Why should a customer buy a given product?
- Why would he buy it from you?

Target group analysis may also be performed on the basis of available statistics.



A great tool for understanding the current situation is the so-called SWOT analysis:

- Strengths - price, product quality, excellent logistics, strong suppliers, etc.
- Weaknesses - limited budget, narrow choice, unknown brand
- Opportunities - investment partner, expansion abroad, acquisition of a new range
- Threats - entry of strong foreign players, state regulation, inexperienced personnel

Examples of tools to create an e-shop





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***THANK YOU FOR YOUR
ATTENTION***



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WWW.SLU.CZ/OPF/EN

