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development of e-commerce business strategy. The chapter concludes with a discussion on a series of articles that describe how inventory management is currently conducted to achieve successful e-commerce operations.

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The area of e-operations encompasses the processes of how customer commitments get fulfilled through products and services within companies. This includes procuring products, arranging shipping and transport, and handling production—in short, developing fulfillment systems for handling the business that e-marketing and e-commerce generate.

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manufacturing, retailing and service operations is examined, and a framework for describing EC components and their role in different areas of an organization is proposed.

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orders, has established efficient domestic and global shipping, along with sufficient inventory to keep customers happy and to fuel new business.

Malomo | What Are Ecommerce Operations?

Amazon also expanded its operations in the Middle East, one of the fastest-growing e-commerce markets in the world. It acquired Souq in the UAE to serve the local market. In September, Amazon-owned Souq acquired Wing.ae, a startup that is building a network for Prime-style same-day and next-day deliveries for various e-commerce marketplaces.

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