

Abstract

Ecommerce is a conception which has gained the industries worldwide inclusive the small and medium industries in Uganda, the SMEs occupies a small part of the economy, currently the EDI is not mainly used by the SMEs to further up their business. There is lack of transparency in the whole framework used by the SMEs although they are contributor to the national economy. There are no enough administrative and legislative support from the government, there are problems around the financial resources available to keep the SMEs from progressing. On the side of the business, these enterprises lack the proper management force, knowledge, style and the skills in handling complex and innovative developed technologies, which are flooding the markets. This is what the SMEs have to know in order to compete in the environment. SMEs have no single development systems which can protect their interest. They need to have an integrated approach which has three levels, strategic, enterprise and institutional. The private/public and government sector, they need to provide support to fulfil this long term strategy, which eventually will turn the SMEs into a profitable centre. Ecommerce has both advantages and disadvantages to SMEs and this project is to develop deeper understanding and even learn more into the effects of the technical innovations in Ecommerce on SMEs. This study tries to put more on the existing literature by looking at how the SMEs should incorporate the Ecommerce into their business strategies or how they can improve their current approach. This study will also try to judge the consumer experiences on online shopping and how Ecommerce has affected their expectations.

This research was carried out using a collection of methodologies. Both the secondary and the primary research were used for this purpose.

The survey conducted shows that there was a relationship between the use of Ecommerce and accessibility of internet and the organization size. For the medium enterprises they do access the internet and they do own their own websites. More than half of the small sized enterprises do have computing facilities and internet access but they don't have Ecommerce presence.

Inclusion I do say that there are a number of strategic directions to be taken up by organizations in Uganda to achieve success and there's no single path to success. The selected path should base on the requirements and the company structure along with the dominating market conditions. Basing on the fact that technology keeps changing, this is the most reason for this and hence the evolution rules will always be rewritten.