



Furniture & E-Commerce: The use of e-commerce in Turkish furniture sector

Mehmet Basti

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In this book, e-commerce use in the Turkish furniture sector is analyzed. In this respect, definition of e-commerce, its development process and the types of e-commerce are discussed. In addition, the development process of e-commerce both in the world and in Turkey is investigated. Later in the book concerning the level of e-commerce use in the Turkish furniture sector is evaluated. In this context, a questionnaire is prepared applied to some selected firms in the Turkish furniture sector and its outcomes are assessed. At the end of this part, inadequacies and problems encountered in the electronic commerce applications are determined, and some suggestions in the form of alternative solutions are made.

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