

E-COMMERCE BASED APPLICATION TO IMPROVE THE SMALL MEDIUM ENTERPRISE IN SRI LANKA

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Abstract

Small and Medium-Sized Enterprises (SMEs) are a significant component of the financial system of a country that accounts for the development of economical wealth. Both large scale business enterprises and SMEs compete against others to expand their business environment capabilities. Unlike the giants in the industry, SMEs must be more concerned about the return on investment as they are at risk of losing the financial assets in this situation. Therefore, SMEs need to think of the most economical ways of expanding their businesses and generate profitable revenue. E-commerce business platform is one of the advancements of the rapid development and evolution of technologies to overcome these matters. E-commerce platform allows the business enterprises to execute their business operations without restricting to the geographical barriers and avoiding conventional business methodologies as brick and mortar concepts. So, the intention of this research is to apply the E-Commerce Business concepts and analyze the possibility of improving the revenue and business capability of one of the conventional SME which is at the top of the financial struggle. Hence, this research introduces a personalized e-commerce web application integrated data mining technique for the SME to improve the strength of businesses by enhancing customer personalization for satisfy the needs. The study concluded that, the SME has more potential for managing and continuing its businesses by applying e-commerce business concepts than spending more finance on excessive requirements and increase revenue.

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