



## **E-commerce Adoption by SMEs in Egypt: Challenges and Opportunities from an African Perspective**

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### **Abstract**

Egyptian small and medium-sized enterprises (SMEs) are increasingly adopting e-commerce platforms to enhance their market reach. A mixed-method approach incorporating qualitative interviews and quantitative surveys was employed to gather data from 150 SME owners across Egypt's major cities. The survey revealed that approximately 60% of respondents faced challenges related to internet connectivity, while regulatory uncertainties accounted for nearly 40%. Consumer trust issues were also prevalent, with over 70% citing concerns about the security and authenticity of online transactions. Egyptian SMEs are poised to benefit significantly from e-commerce adoption but require targeted support in areas such as technological upgrades and consumer education. Government initiatives should focus on improving internet infrastructure, streamlining regulatory processes, and fostering a culture of digital trust among consumers. E-commerce platforms also need to invest in robust security measures and transparent pricing models.

**Keywords:** *Egyptian, SMEs, E-commerce, Digitalization, Innovation, Technopreneurship, Qualitative, Quantitative*

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