



# Challenges and Opportunities in E-commerce Adoption by SMEs in Egypt: A Qualitative Study

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## Abstract

This study examines the challenges and opportunities faced by small and medium-sized enterprises (SMEs) in Egypt as they adopt e-commerce practices. Qualitative data collection methods were employed, including semi-structured interviews and document analysis. The sample was drawn from a diverse range of industries across Egypt's major cities. The study identified that the primary challenge for SMEs in e-commerce is infrastructure limitations, with over 70% of respondents reporting difficulties in accessing reliable internet connectivity and digital payment systems. SMEs face significant hurdles in establishing an online presence due to inadequate technological infrastructure. However, there is growing interest and potential in leveraging e-commerce for market expansion. To overcome the identified challenges, policymakers should prioritise investments in broadband infrastructure and support initiatives that enhance digital literacy among SME owners. E-commerce Adoption, Small and Medium-Sized Enterprises (SMEs), Egypt, Infrastructure Limitations

**Keywords:** *Egyptian, SMEs, e-commerce, challenges, opportunities, qualitative, context*

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