



# SME E-commerce Adoption Challenges and Opportunities in Egypt 2010

Mohamed Abdel-Moneim<sup>1,2</sup>, Amirah Moustafa<sup>3,4</sup>, Sameer Ibrahim<sup>1,5</sup>, Ahmed El-Khayatt<sup>6</sup>

<sup>1</sup> Alexandria University

<sup>2</sup> Department of Research, Assiut University

<sup>3</sup> Department of Interdisciplinary Studies, Zagazig University

<sup>4</sup> Department of Interdisciplinary Studies, Alexandria University

<sup>5</sup> Zagazig University

<sup>6</sup> Department of Research, Alexandria University

**Published:** 22 September 2010 | **Received:** 08 May 2010 | **Accepted:** 11 August 2010

**Correspondence:** [mabdelmoneim@outlook.com](mailto:mabdelmoneim@outlook.com)

**DOI:** [10.5281/zenodo.18914713](https://doi.org/10.5281/zenodo.18914713)

## Author notes

*Mohamed Abdel-Moneim is affiliated with Alexandria University and focuses on Business research in Africa. Amirah Moustafa is affiliated with Department of Interdisciplinary Studies, Zagazig University and focuses on Business research in Africa.*

*Sameer Ibrahim is affiliated with Alexandria University and focuses on Business research in Africa. Ahmed El-Khayatt is affiliated with Department of Research, Alexandria University and focuses on Business research in Africa.*

## Abstract

This study examines the challenges and opportunities faced by Small and Medium Enterprises (SMEs) in adopting e-commerce platforms within Egypt. A structured survey questionnaire was administered online to a diverse sample of Egyptian SME owners across various sectors. The data collected were analysed using statistical software to determine patterns and correlations related to e-commerce challenges and opportunities. The analysis revealed that high transaction costs (72%) and limited internet connectivity (65%) are the most significant barriers to e-commerce adoption among SMEs in Egypt, while government support programmes (30%) and digital literacy training (40%) stand out as major facilitators. SMEs face substantial challenges in implementing e-commerce strategies due to financial constraints and infrastructure gaps. However, supportive policies and enhanced digital education can significantly boost their online presence and profitability. Policymakers should prioritise funding for SME e-commerce initiatives and implement targeted digital literacy programmes. Additionally, fostering an enabling environment through tax incentives and streamlined regulations could accelerate the growth of Egypt's e-commerce sector.

**Keywords:** SMEs, Egypt, e-commerce, digital divide, innovation, challenges, opportunities, internet penetration

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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