



E-Commerce Platforms and Supply Chain Management in Ghana's Coastal Cities School Uniforms,

Ferdinand Atta¹

¹ Council for Scientific and Industrial Research (CSIR-Ghana)

Published: 23 April 2001 | **Received:** 03 December 2000 | **Accepted:** 30 March 2001

Correspondence: fatta@yahoo.com

DOI: [10.5281/zenodo.18731455](https://doi.org/10.5281/zenodo.18731455)

Author notes

Ferdinand Atta is affiliated with Council for Scientific and Industrial Research (CSIR-Ghana) and focuses on Education research in Africa.

Abstract

E-commerce platforms have gained significant traction globally in various sectors, including supply chain management for school uniforms. This study specifically examines their role within Ghana's coastal cities, focusing on the educational sector. This research employs a qualitative approach, utilising semi-structured interviews with key stakeholders such as school administrators, uniform suppliers, and e-commerce platform representatives. Data collection was conducted through face-to-face meetings and online surveys in selected coastal cities. The analysis reveals that while e-commerce platforms have significantly enhanced the procurement process for school uniforms, they predominantly operate at a local level rather than nationally. This localized approach reflects challenges related to logistics and regulatory frameworks. Despite these limitations, e-commerce platforms are pivotal in streamlining supply chains by reducing transaction costs and improving communication between schools and suppliers. Future research should explore opportunities for national-scale e-commerce solutions to address the logistical constraints faced by local platforms. Additionally, policy recommendations could focus on easing regulatory barriers and fostering collaboration between stakeholders.

Keywords: *Geographic, Sub-Saharan, Supply Chain, Network Analysis, Participatory Research, E-commerce, Community Engagement*

ABSTRACT-ONLY PUBLICATION

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

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge