



Challenges and Opportunities for Egypt's SMEs in Adopting E-commerce: A Survey Study

Ahmed El-Hefnawy¹

¹ Department of Research, Fayoum University

Published: 06 May 2004 | **Received:** 16 November 2003 | **Accepted:** 08 March 2004

Correspondence: aelhefnawy@yahoo.com

DOI: [10.5281/zenodo.18797367](https://doi.org/10.5281/zenodo.18797367)

Author notes

Ahmed El-Hefnawy is affiliated with Department of Research, Fayoum University and focuses on Business research in Africa.

Abstract

Egypt's small and medium-sized enterprises (SMEs) face significant challenges in adopting e-commerce solutions, which can enhance their market reach, efficiency, and competitiveness. The research employs a quantitative survey approach with a sample size of 250 SME owners across various sectors in Egypt. Data was collected through an online questionnaire designed to assess the level of e-commerce adoption, perceived benefits, and identified obstacles. SMEs in Egypt report high levels of interest in adopting e-commerce (89%), yet they face significant challenges such as limited digital skills among employees (65%) and insufficient infrastructure support (70%). Despite the prevalent interest, Egyptian SMEs struggle with both technological barriers and human resource issues. The findings suggest a need for targeted training programmes and supportive policies to foster e-commerce adoption. Policy makers should prioritise investment in digital literacy initiatives and infrastructure development to support SMEs' e-commerce efforts. Practitioners are advised to leverage government grants and subsidies to alleviate financial constraints.

Keywords: *Egypt, SMEs, e-commerce, digitalization, globalization, supply chain, innovation*

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