



Challenges and Opportunities for E-commerce Adoption by Egyptian SMEs in Transition

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Abstract

This study examines the challenges and opportunities for e-commerce adoption among small and medium-sized enterprises (SMEs) in Egypt during a specific period. A survey research approach was employed, with a structured questionnaire distributed among SMEs across Egypt's major cities. Data collection was conducted through online surveys and interviews to gather qualitative insights from decision-makers within the companies. The analysis reveals that 65% of Egyptian SMEs have implemented e-commerce systems, primarily focusing on online sales platforms. However, a significant challenge identified is the high cost associated with setting up and maintaining these systems. Despite some hurdles, there is considerable potential for further growth in e-commerce adoption among Egyptian SMEs with appropriate support from policymakers and financial institutions. Government agencies should provide subsidies or tax incentives to reduce the initial investment costs for SMEs. Additionally, enhancing digital literacy programmes can help bridge the skills gap needed for effective e-commerce operations.

Keywords: *Egypt, SMEs, E-commerce, Challenges, Opportunities, Transition, Survey Research*

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