



## Challenges and Opportunities for E-commerce Adoption by Egyptian SMEs 2005

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### Abstract

Egyptian SMEs have been slow to adopt e-commerce despite its potential benefits. A qualitative study employed semi-structured interviews with 30 randomly selected SME owners/managers across Egypt. SMEs face significant costs (average \$500 per month) and technical difficulties as major obstacles to e-commerce adoption, while perceived benefits include increased market reach (60%) and improved efficiency (45%). Egyptian SMEs are constrained by financial limitations and technological inadequacies in their e-commerce journey. Government should provide subsidies for SME e-commerce costs and develop digital literacy programmes to enhance skills among Egyptian entrepreneurs.

**Keywords:** *Egypt, SMEs, E-commerce, Qualitative Research, Interviews, Challenges, Opportunities*

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