



Challenges and Opportunities for E-commerce Adoption by SMEs in Egypt: An Analytical Framework

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Abstract

The adoption of e-commerce by Small and Medium Enterprises (SMEs) in Egypt has been limited compared to other regions, despite the country's growing economy and internet penetration. A survey research approach was employed, utilising an online questionnaire distributed among SME owners across various sectors. The sample size included 300 respondents. The analysis revealed that financial constraints (45%) and lack of digital literacy (28%) are the primary challenges faced by SMEs in Egypt when adopting e-commerce platforms. Despite these challenges, there is significant interest among SME owners in enhancing their online presence through e-commerce. The findings suggest a need for targeted support programmes to facilitate e-commerce adoption. The government and private sector should collaborate on developing tailored e-commerce training programmes and financial incentives to encourage SMEs' digital transformation. e-commerce, SMEs, Egypt, challenges, opportunities

Keywords: *Egypt, SMEs, e-commerce, digitalization, regional studies, qualitative methods, innovation diffusion*

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