

The Role of E-Commerce as a Strategy for Gaining Competitive Advantage for Retail Businesses

RECOMMENDATIONS

Although Virgin UK is one of the most incapable organizations in the country for the effective application of various e-commerce tools, it must identify the limitations in technological background and take the necessary corrective actions in order to have more unique operational efficiencies. Therefore, some suggestions can be introduced from that perspective.

- Being dependant upon an internal technological team, Virgin needs to employ some external e-business experts, because in the nearest future it will be rather difficult for the company to sustain overexciting competitive advantage. Industry is saturated by many different expertises for individual field with more sophisticated e-knowledge as BT, Carphone Warehouse, O2 and others providing VOIP, IPTV etc. options. Some of them utilize, substitute and advance methods of ADSL+ 2 and speed.
- The company needs to increase functionality of present DTV services for users who move around a lot.
- Superior e-techniques should be supplied at lower costs.
- Virgin should also work on improvement of management, upgrading the network contents that involve infrastructural modification for latest items, especially for broadband, installation and proper management of e-components and cables with the financial support being a major factor.
- Virgin needs to simplify some of its critical circuits by eliminating vulnerability for electronic brokerage, viruses, worms etc. Therefore, it should ensure proper security in information system, billing process and transmitting signals via their

communication webs. All these tasks focus upon a formulation of a contingency plan for the certain damage of the e-business strategy.

- Concentration on composing superior programming for television (Sky Sports, Sky Movie channels) with high-class interactivity and satellite digitalization is also of a crucial importance for the company.

- The company should be extremely careful about illegal access to its network for distorting security, confidentiality and projected revenue.

- Proposed e-products are a subject of great technological modification, and such tools as VOIP, WiMax, WiFi etc. progress quickly. Obviously the sincere analysis for better prediction is essential.

- The company should develop great adoptability to different rules and regulations imposed by the central UK government. Operations regarding telecommunication, outsourcing, and pricing policies should be revised accordingly to avoid the unfavourable public pressure.

- Since not all offerings, like 50 MB broadband, may be accepted by the market, the conduction of market research on a regular basis is quite essential to understand the level of feedback of consumers' choice.

- Virgin should decrease its liability on T- Mobile network for a complete package of telecommunication services. A termination of such agreement will result in great financial losses, and it is clear that diversification in choosing technological partnership is necessary to sustain competitive on the market.

- The company should maintain stronger personal control on media TV and satellite transformational devices. They are interrelated, so any interruption at one component will result in a full system loss, abusing and extra expenditures.

- Better insurance for dissident parts of cable network and others pavement-oriented electronic devices associated with that network should be proposed in order to obtain more confidence from the market. Trained engineering and technological expertise team should be assigned to the task, especially for the objective of securing the company from any unpredictable losses.

- Virgin should immediately increase its cable platform capability. Their digital analogy VOIP services have served by core channelling and the problem in wider access would be very common and might smooth the alteration of the UK DTT technique. Coming from analogy to the digital system, it would be able to raise the spectrum performance. Such feature will release modern service functionality by the elimination of present limitations for bearing latest channels. Additionally, competence in digital TV should be enhanced for increasing customers' satisfaction and revenue.

- The company should introduce a new e-business application termed as LLU (Local Loop Unbundling) for lowering total functional costs for ISP which is preferable for lower investment with an essence of larger number of customers for getting a handsome ROI.

- From a national viewpoint, Virgin should expand their three retail options of DTV, broadband and fixed line throughout each corner of the zone by improving the present ratio from 95% to 100%.

- It should use faster level of SIs in each major aspect of operation along with a scope of dynamic sales, fundamental integrated IT technology, and individual SI channel for sales force.

- It is necessary to take a further step in e-tailing, where the company will be able to sell all sorts of retail products through pure click play with storage benefits.

- Finally, the company should always apply supervision of self-judgment in terms of keeping a flow of differential strategy, continuous improvement programs, analysing major competitors for e-business applicability, brand recognition for adding technological value, and overall calculation for measuring risk and reward. These issues will help the company to accommodate e-support for significant differentiation.

CONCLUSION

Although retailing is an older concept, modern business world is dynamic enough to create an adequate charm and scope of more expectation by adding extra value in such traditional retailing. E-commerce is one of those kinds of technological tools that are mostly used in creation of dynamism and diversification, especially for that kind of business that has to deal with multiple options. Still, it is similar to Virgin UK which performs its multi-capacity in adopting and implementing various sorts of commercial strategies by integrating e-commerce tactics to sustain the complicated and dynamic business environment in order to be competent enough for meeting versatile demand of buyers. In spite of experiencing some limiting factors, Virgin is one of the well-recognised companies in the world due to maximizing customers' values through information, knowledge, and correspondences. The purpose of this research is to find out a set of e-technologies for generating unique values for people by clarifying various business operations and methodologies of the company. In relation with its bandwidth, broadband, telecommunication, networking, sales channelling and DSL types of options are acting as powerful influential factors for continuous development and unique advantage in served customers mind.

Along with the secondary research, the primary research has shown an integral viewpoint of such potentiality from the reliable groups of both corporate personnel who employ these strategies and general users who enjoy the benefits of

these implementations. Although the presented task was a topic of several internal and external barriers, we've been able to adjust such problems by combining these practical affairs with relevant theoretical framework and data analysis projection. It was expected to prepare a diversified task with maximum effort and labour to discover a great impact of e-commerce strategies on the formulation of competitive leadership of the Virgin Company.