

CHU

UNIVERSITY OF MACAO
FACULTY OF BUSINESS ADMINISTRATION

ELECTRONIC COMMERCE FOR THE
SMALL-TO-MEDIUM ENTERPRISES IN MACAO
- AN EXPLORATORY STUDY

Thesis presented to
Faculty of Business Administration,
University of Macao for the
Granting of the
MBA degree in
Marketing and Strategic Management

Chu Son I
M-95-6103-3

August 2000

TABLE OF CONTENTS

CHAPTER

1. INTRODUCTION.....	1
1.1. Objective of the Thesis.....	1
1.2. Scope of the Study.....	2
1.3. Limitation of the Study.....	3
1.4. Organization of the Thesis.....	4
2. ELECTRONIC COMMERCE & SMALL TO MEDIUM ENTERPRISES.....	6
2.1. Definition of Key Terms for Electronic Commerce.....	6
2.1.1. What is Internet?.....	6
2.1.2. What is Electronic Commerce?.....	7
2.1.3. What is Electronic Data Interchange (EDI).....	10
2.1.4. Internet vs. Electronic Commerce.....	13
2.1.5. Electronic Commerce vs. EDI.....	14
2.2. Small-To-Medium Enterprises.....	15
2.2.1. Definition of Small-to-Medium enterprises.....	15
2.2.2. Characteristics of Small-to-Medium enterprises.....	16
3. THE COMMERCIAL MARKET ON THE INTERNET.....	21
3.1. Global Situation of Electronic Commerce.....	21
3.2. Situation in the United States.....	23
3.3. Situation in Europe.....	24
3.4. Situation in China.....	25
3.5. Situation in Hong Kong.....	31
4. OVERVIEW OF THE SMALL-TO-MEDIUM ENTERPRISES IN MACAO	36
4.1. General Outlook of Macao.....	36
4.2. Economy of Macao.....	37
4.3. Small-to-Medium Enterprises in Macao.....	40
4.4. Macao Internet Market.....	42
4.5. Government Involvement in EDI.....	43
5. APPLICATION OF ELECTRONIC COMMERCE FOR SMALL-TO-MEDIUM ENTERPRISES.....	45
5.1. Study on SMEs in Macao.....	45
5.2. General Findings.....	59

6. SWOT ANALYSES ON ELECTRONIC COMMERCE FOR SMES IN MACAO.....	63
6.1. SWOT Analysis	64
6.2. Strength.....	65
6.3. Weaknesses	68
6.4. Opportunities.....	71
6.5. Threats.....	75
7. RECOMENDATIONS.....	82
8. CONCLUSION.....	86
Footnotes.....	96
Appendix – Questionnaire.....	98
Bibliography.....	102