

## Challenges and Opportunities for Online Consumer Selling Process Development in Coming Years in World

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**Abstract :** E commerce is certainly one of the business alternatives that individual will have to analyze in the forthcoming years. E-commerce is said to bring about arched type conversion in the world for exchange market. Prognosis E-commerce is presenting dreadful business advancement in our country. Endorsed by ascending online user base & mobile phone presentation, Indian e-commerce has been splendid development in the last few years. Conceding India's analytical dividend and spiraling internet admittance, the sector is contracted to scale higher heights. Although, India's overall peddle opportunity is consequential, the sector is beset with some deliberate challenges. The current study has been proceeded to explore the present scenario, status & future advancement of e-commerce in India and review the challenges and opportunities of e-commerce in India.

**Keywords :** online selling, retail selling online, product process, business opportunity

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