

THE ROLE OF SOCIAL NETWORKS IN THE EVOLUTION OF ONLINE SALES - STUDY CASE

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Abstract. *Electronic commerce refers to the aspects of online business that involve exchanges between customers, business partners and suppliers. Electronic commerce has increased the speed and ease with which businesses can be traded today, leading to intense competition between businesses. The companies are located at intersections with only two visions before them-either online, or go out of business. Once the choice is made, business online there have other blockings encountered: Which business model to adopt; What management strategies and tactics will bring success? How to explore opportunities and to understand the limitations and problems? The solution is to give a deeper perspective on the eCommerce strategies. The option for electronic commerce involves the development and implementation of information architecture inter-organizational based on the use of information and communication technologies (ICT) and in particular to internet technology in the processes of realization of commercial transactions, but also taking into account the changes they induce in enterprises.*

This paper discusses the phenomenon of electronic commerce as a solution for increasing sales in Dedeman Company, the largest marketer of do-it-yourself articles from Romania.

Keywords: *social networks, increase sales, online commerce, strategies.*

1. INTRODUCTION

At present, we see the managing knowledge and age of instant communication and therefore in the middle of an electronic revolution, its impact on the economy being much bigger and deeply than that caused by the industrial revolution. This modern revolution, worldwide, manifested in the form of many innovations, discoveries and great leaps in the technology of the Internet [4].

Amid the increasing the use of electronic means of communication, we can speak about an increase of their use in order to meet consumer needs by using electronic equipment. So that, electronic commerce will gradually become one of the main commercial activities, which, in the future will crush any form of commerce that already exists.

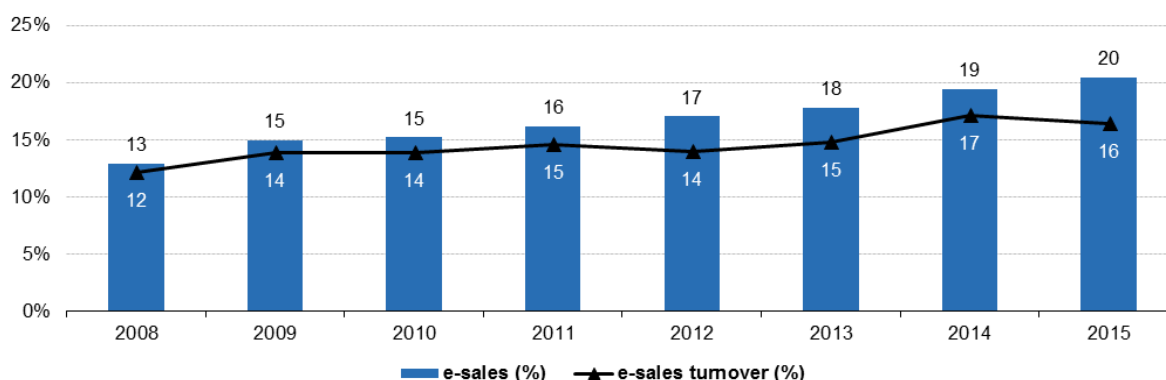
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2. THE EVOLUTION OF ONLINE SALES ON THE EU-28 LEVEL

In the year 2015, one in five EU-28 enterprises made electronic sales. The percentage of the turnover on electronic sales accounted for 16% of the total turnover of enterprises with 10 or more employees.

In the EU-28, in the period 2008-2015, the percentage of enterprises that had electronic sales increased by 7 percentage points, while the turnover of enterprises in electronic sales grew by only 4 percentage points.

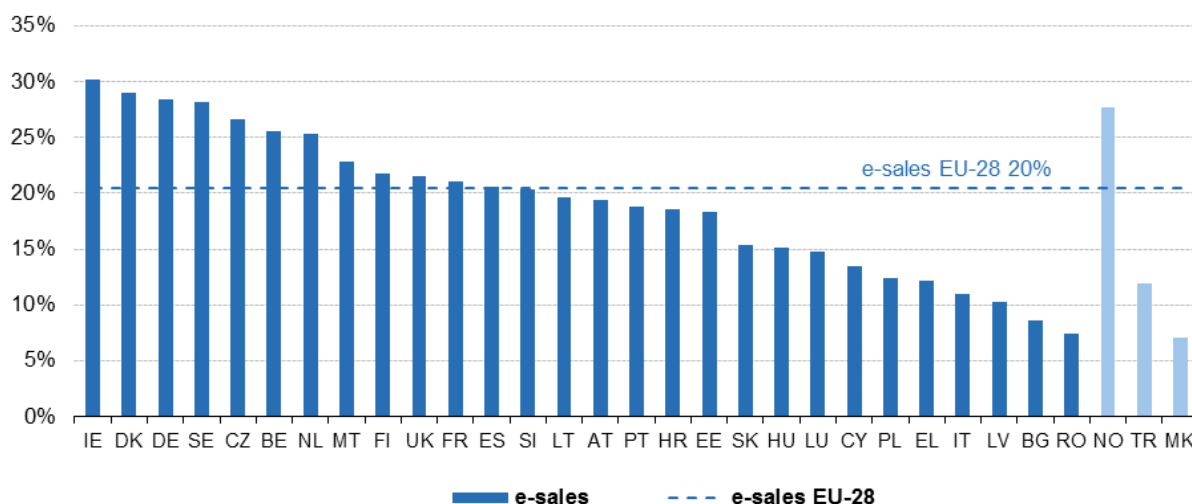


Note: 2008 data without enterprises in the NACE Rev 2 group 95.1 referring to 'Repair of computers and communication equipment'.

Figure 1. Online sale and turnover from online sale 2008-2015, EU-28 (%).

Source: Eurostat, available on http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics, Accessed in December 2016.

In 2015, in the EU-28 (Fig. 2), the percentage of companies selling electronics ranged from 7% in Romania to 30% in Ireland, followed by Denmark (29%) and Germany and Sweden (28%).



IS: no survey.

Figure 2. Online sales, 2015 (%).

Source: Eurostat, on http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics, Accessed in December 2016.

Specific methods for electronic sales allow the “sales process” to take place more quickly and efficiently. These methods can generally be divided into web sales and EDI type sales, which relate to how customers - private or business orders - for the products they want to buy.

Therefore, for the survey on “use of ICT and e-commerce in enterprises”, respondents were asked to state whether they received orders via a website or applications (web sales) or in a format that allowed automatic processing (sales of EDI type), electronic data exchange format or extensible language format (XML), for example.

Enterprises consider it important to be visible on the internet. As a result, websites are increasingly being offered by businesses or third parties for various purposes. In particular, websites allow customers to purchase by placing their orders electronically.

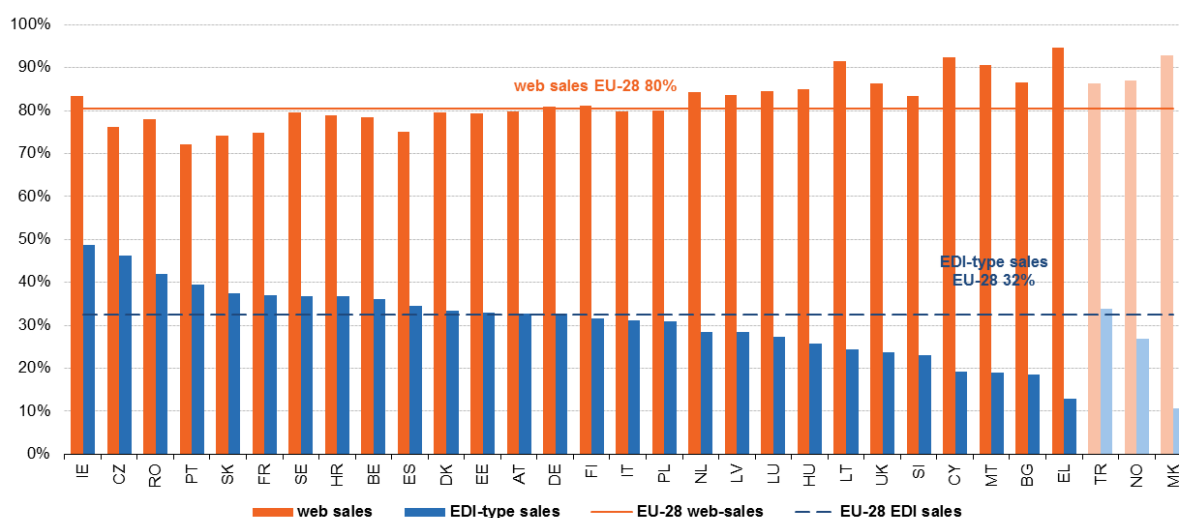


Figure 3. Web selling and EDI type sales, 2015 (%)

Source: Eurostat, on http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics.
Data from December 2016.

As shown in Fig. 3, in the year 2015, 80% of businesses in the EU who sell electronically used a website or applications, while 32% used EDI type sales. On the one hand, in 2015, the percentage of EDI type sales enterprises ranged from 13% of enterprises doing electronic sales in Greece to 49% in Ireland, followed by the Czech Republic (46%).

On the other hand, the percentage of enterprises receiving orders via web sites or through applications has been considerably high for almost all Member States, ranging from 72% in Portugal to 95% in Greece.

As shown in Fig. 4, in the year 2015, almost all enterprises that sell electronically in the “Accommodation” subsidiary received orders via a website, while 11% made electronic sales via EDI messages.

More than half of the e-commerce production companies reported receiving orders via EDI messages, followed by enterprises in the “Transportation and storage” sector (46%).

Percentages for “manufacturing” enterprises that made electronic sales via a site or applications and EDI messages were very close, respectively 61% and 53%, respectively. For all other business activities, enterprises have received orders in most cases through web sites or apps.

It is noted that among the small electronics businesses, 84% of businesses tended to have web sales, while 64% of large businesses received orders via web sites. Web and EDI sales were reported almost equally by large enterprises (Fig. 4).

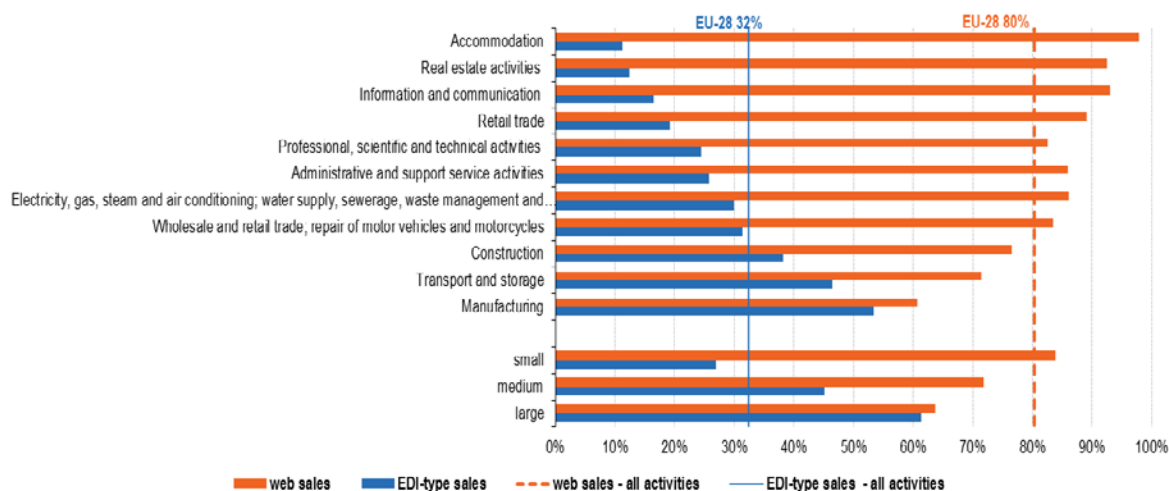


Figure 4. Web selling and EDI sales, by economic activity and size, EU-28, 2015 (%)

Source: Eurostat, on http://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics, Accessed in December 2016.

3. INTENSIVE STRATEGIES OF DEDEMAN COMPANY

Dedeman Company is the largest retailer of building materials and home furnishings from Romania holds 47 of warehouse stores and sells more than 45,000 articles for both do-it-yourself product market, which lies in an increase fast, and also for construction professionals. The company's stores are located in all counties of the country; the cities of Bacau and Bucharest are cities that contain most of Dedeman sale points, most being clustered around the urban areas. A typical deposit Dedeman, at an average of 7500-18000 square meters, stores construction materials, materials for coverings of walls and floors, paint, plumbing materials, hardware, tools, electrical supplies and materials for furnishing planning and gardening.

In the year 2016, this had 9200 employees and had a turnover of 1.17 billion euros [8].

Generic strategy of Dedeman is to create a wide difference in relation to competitors, combined with a strategy of management in terms of cost, quality and number of products made available to the client. Differentiation involves offering products or services that are unique to compete with other retailers. Currently, Dedeman uses a generic strategy broad differentiation as primary and the secondary costs as generic strategy to maintain its leading position in a market increasingly competitive.

Based on the general strategy of generic differentiation, strategic objectives of Dedeman are to provide high quality services and to provide a wide range of products. Many Dedeman stores/shops employees are experts in the field, such as carpenters and plumbers, which offers special advice to clients. On the other hand, relying on the generic strategy of cost leadership, Dedeman's financial objective is to minimize costs. In addition, the strategic objective of developing close relationships with suppliers and exclusive company helps to achieve a reduction of costs [9].

Intensive strategies of Dedeman are [7]:

The development of the market

Dedeman uses the market development as its main strategy of intensive growth. This strategy supports business growth through intensive establishment of company's presence of new markets or new market segments. In the case of Dedeman, the market development is generally enforced through acquisitions. For example, Dedeman purchased the Office building built by AFI Europe in Bucharest in order to obtain the entry in the segment of non-industrial undertakings. A strategic objective based on intensive strategy is to continue to acquire more companies to establish a significant market presence. This intensive growth strategy also supports the overall Dedeman generalization strategy of broad differentiation.

Product development

Dedeman applied to product development as secondary intensive strategy. This intensive strategy contributes to the business through new products to attract more customers. For example, Dedeman brands such as Dedeman Automobile and Dedeman Trucks contribute to the competitiveness and growth of the company. This intensive growth strategy is linked to the strategic objective of expanding the company's product mix. The general strategy of differentiation is the Dedeman wide supported through this intensive growth strategy.

Market penetration

Dedeman uses the market penetration strategy as tertiary intensive support or for economic growth. This strategy supports business growth through intensive higher sales of those products to customers on the same market. For example, Dedeman implements discount sales and special offers in order to obtain different customers of current markets. Based on these intensive strategies, the strategic objective is to offer products at affordable prices. Generic strategy of Dedeman cost leadership supports this strategy of intensive growth.

4. ONLINE SALES EVOLUTION DURING THE PERIOD 2014-2016

In recent years, Dedeman has had a continuous increase, from the economic point of view, the number of shops in different cities of the country and of the investment made. In these circumstances, in 2014, Dedeman recorded company-wide profits of 415 million (91 million euros) and a turnover of 3.41 billion dollars (747 million euros), which not only maintained its position in the top companies in the market but grow profits in a substantial manner with a share of almost 30% of the sum of 563 million (123 million euros) in 2015 and a turnover of 4.36 billion dollars (955 million euro) [8].

At the branch level of Dedeman Târgoviște, total sales in the year 2014 was 246 million (EUR 53 million). However, only a small fraction of them were represented by sales made online.

Table 1. Evolution of monthly sales in the year 2014 (Ron).

Month	Sales	Returns	Billing Quantity	Online Net Sales
January	18, 630.83	547.31	112.43	18, 083.52
February	25, 799.41	120.11	187.73	25, 679.30
March	30, 880.80	519.61	175.08	30, 361.19
April	27, 528.11	561.65	383.88	26, 966.46
More	43, 587.86	503.06	366.15	43, 084.80
June	48, 890.80	472.72	423.12	48, 418.08
July	52, 552.38	1682.27	209.04	50, 870.12
August	39, 302.09	1128.92	306.97	38, 173.17
September	25, 799.41	346.56	585.50	25, 452.85
October	43, 587.86	243.83	776.58	43, 344.04
November	44, 093.09	648.32	540.79	43, 444.78
December	47, 153.48	728.61	260.04	46, 424.87
The year 2014	447, 806.13	7, 502.97	4, 327.32	440, 303.17

Source: Dedeman Finance Department

As can be seen in Table 1, the year 2014 was not one favourable for online sales for the company, the total electronic commerce for Dedeman representing only 0.18% of the total sales in a year.

In this trend of monthly sales, you can notice a pretty big difference between sales in the early months of the year, the summer and sales in the final months of the year, which may be due in large part to seasonality. The months of June and July may be months of overcrowding, therefore we can observe large amounts of products returned in the next period, compared to the other months of the year. This large amount of returned goods appears in the next period due to overcrowding, the lack of the possibility of rapid delivery of products to the buyer or gaps that may occur in stocks.

Table 2. Monthly sales evolution in the year 2015 (Ron).

Month	Sales	Returns	Billing Quantity	Online Net Sales
January	54, 607.60	3, 297.57	485.82	54, 121.78
February	75, 618.95	723.67	811.19	74, 807.77
March	90, 512.68	3, 130.63	756.53	89, 756.15
April	80, 685.85	3, 383.96	1, 658.72	79, 027.13
More	127, 757.53	3, 030.96	1, 582.13	126, 175.40
June	143, 300.62	2, 848.14	1, 828.31	141, 472.31
July	154, 032.85	10, 135.66	903.26	153, 129.59
August	115, 195.78	6, 801.72	1, 326.43	113, 869.35
September	75, 618.95	2, 088.03	2, 529.94	73, 089.02
October	127, 757.53	1, 469.05	3, 355.58	124, 401.95
November	129, 238.38	3, 906.11	2, 336.76	126, 901.62
December	138, 208.49	4, 389.88	1, 123.62	137, 084.87
The year 2015	1,312, 535.22	45, 205.38	18, 698.28	1,293, 836.93

Source: Finance Department Dedeman

In the year 2015, it can be seen a tripling of online sales compared to the previous year. However, the quantity of returned goods grew drastically.

Departures period was upheld. In July, it was the largest quantity of goods sold in the online environment. Also in the same month, it was registered the largest number of returned goods, with amounts of up to three times higher than in other months of the year. This large amount of returned goods confirms that in the year 2015, no effective measures have been taken to avoid overcrowding in summer. You can see an upward trend in sales in the first half of the year against the previous year.

Table 3. Monthly sales evolution in the year 2016 (Ron).

	Sales	Returns	Billing Qty	Online Net Sales
January	79 181.02	3957.08	787.03	75, 223.94
February	109, 647.48	868.4065	1, 314.12	108, 779.08
March	131, 243.39	3, 756.75	1, 225.58	127, 486.64
April	116, 994.48	4, 060.75	2, 687.13	112, 933.73
More	185, 248.42	3, 637.16	2, 563.05	181, 611.26
June	207, 785.90	3, 417.77	2, 961.86	204, 368.13
July	223, 347.63	12, 162.80	1, 463.28	211, 184.83
August	167, 033.88	8, 162.06	2, 148.81	158, 871.82
September	109, 647.48	2, 505.64	4, 098.50	107, 141.84
October	185, 248.42	1, 762.86	5, 436.04	183, 485.56
November	187, 395.65	4, 687.33	3, 785.55	182, 708.32
December	200 402.31	5, 267.86	1, 820.26	195, 134.45
The year 2016	2,005, 891.94	54, 246.46	30, 291.22	1,951, 645.49

Source: Finance Department Dedeman

In the year 2016 were maintained the growth trend in sales, but at a lower rate than that of the year before. Further, in monthly sales, the month of July continues to be headmost in terms of sales, but also in respect of the return. It can be seen as a continuation of the sales increases during the first period of the year, the summer months accounting for further months of overcrowding.

5. IDENTIFICATION OF ONLINE CLIENTS NEEDS

In the year 2014, it can be seen that, unlike the products of traditional shop online products have generated little interest. The largest share in the annual sale online was registered among furniture products, these products having the highest degree of interest throughout the year with a share of 0.84%. At the other end the least interest for buyers was recorded among products and faience, tiles and electrical, both with weights of 0.05% (Table 4).

Table 4. Online sales evolution in total annual sales in the year 2014 (Ron).

Rayon	Annual Sale	Ecom Sale	Share in Online Annual Sales
Electric	12,746, 017.40	6, 367.55	0.05
Tooling	12,295, 271.28	11, 960.66	0.10
Thermic	21,725, 415.66	22, 108.59	0.10
Tiles/Faience	725.09 21,176,	11, 345.13	0.05
Parquet	25,637, 918.11	24, 468.97	0.10
Furniture	23,823, 244.58	199, 194.48	0.84
Household appliances	30,090, 273.12	49, 613.33	0.16
Chemical	35,714, 314.55	2, 870.73	0.01
Garden	30,934, 634.02	96, 714.30	0.31
Construction Materials	15,274, 200.85	17, 686.87	0.12
Plumbing	16,822, 452.80	12, 084.36	0.07
Store Total	246,240, 467.46	440, 303.17	0.18

Source: Finance Department Dedeman

In the year 2015, there has been a substantial increase in buyers' preferences for DIY products online. As in the previous year and furniture products remained the top products sold online. Shoppers have also shown an interest for garden products and home appliances. Online share prices in the store's annual sale level significantly increased in relation to the previous year up to a weight of 1.22%. The lowest share was recorded at the level of the department of chemical products (Table 5).

Table 5. Online sales share in total annual sales in the year 2015 (Ron).

Rayon	Annual Sale	EcomSale	Share in Online Annual Sales
Electric	5,470, 393.73	19, 927.61	0.36
Tooling	5,276, 940.46	37, 431.59	0.71
Thermic	9,324 212.73,	69, 190.15	0.74
Tiles/ Faience	9,088, 723.21	35, 505.27	0.39
Parquet	11,003, 398.33	76, 577.09	0.70
Furniture	10,224, 568.49	623, 391.04	6.10
Household appliances	12,914, 280.31	155, 267.87	1.20
Chemical	15,328, 032.00	8, 984.12	0.06
Garden	13,276, 666.96	305, 802.75	2.30
Construction Materials	6,555, 451.01	55, 352.12	0.84
Plumbing	7,219, 936.83	37, 818.74	0.52
Store Total	105,682, 604.06	1,293, 836.93	1.22

Source: Finance Department Dedeman

2016 year has seen a considerable increase in sales among garden products sold online. Also, the orientation of buyers headed this year, and the tools department, where this recorded a substantial growth as well.

Table 6. Online sales share in total annual sales in the year 2016 (Ron).

Rayon	Annual Sale	Ecom Sale	Share in Online Annual Sales
Electric	12,746, 017.40	22, 792.21	0.18
Tooling	12,295, 271.28	140, 368.45	1.14
Thermal	21,725, 415.66	78, 487.57	0.36
Tiles/ Faience	725.09 21,176,	40, 276.29	0.19 per
Parquet	25,637, 918.11	86, 867.14	0.34
Furniture	23,823, 244.58	707, 159.21	2.97
Household appliances	30,090, 273.12	176, 131.99	0.59
Chemical	35,714, 314.55	10, 191.37	0.03
Garden	30,934, 634.02	690 923.08	2.23
Construction Materials	15,274, 200.85	62, 790.06	0.41
Plumbing	16,822, 452.80	12, 084.36	0.07
Store Total	246,240, 467.46	440, 303.17	0.18

Source: Finance Department Dedeman

6. DEFINING AND IMPLEMENTING STRATEGIES TO INCREASE ONLINE DEDEMAN PRODUCTS SALES

6.1. IMPLEMENTATION OF AC2C SYSTEM (CONSUMER-TO-CONSUMER)

Implementation of an integrated consumer-to-consumer would mean for Dedeman, to be organizing a series of innovative platforms, which would bring benefits to both economic, social and related environmental protection, which will be reflected through the products and services displayed.

The consumer-to-consumer model, involves transactions between consumers, and may sell one of its products directly through the site which puts available the means to bid and to promote products. To be able to use this form of electronic commerce, it is necessary to record the users who want to perform transactions on the site which will have an intermediate role between them. For each public sale, the one who will want to sell a product will be charged a fee for the listing of the product on the site, while the buyer will be able to bid for items without having requested any fee. The site aims to bring together the seller and buyer to complete the transaction.

Electronic commerce from consumer to consumer has many benefits. The main benefit for consumers is to reduce costs. Buying ad-space on other sites of ecommerce is costly. Vendors may post articles for free or a minimal fee depending on the C2C site. C2C sites are forming a perfect platform for buyers and sellers who want to buy and sell related products. The ability to find related products leading to an increase in the conversion rate of visitor to customer - Dedeman can keep cheap C2C site and can increase your profits without additional costs of distribution locations. A good example of an ecommerce website, C2C is Esty, a site that allows consumers to buy and sell handmade items or vintage, including art, photography, clothing, jewellery, food, bath and beauty, and toys.

There are a few drawbacks for these types of sites. Transactions on these types of websites require cooperation between the buyer and the seller. It was noted several times that these two do not cooperate with each other after the transaction has been made. They do not

share information about transactions that can be made by credit card or debit card or via internet banking. This can lead to online fraud because the buyer and the seller are not very well known to each other. Also, this may prevent the reputation of the C2C site.

One of the main objectives to be pursued after the completion and putting into operation of such a system, we should be promoting trust between strangers, thus endeavoring reducing risks and purchasing a product without distrust of being able to meet fully its quality [1].

For this purpose, there have been created and used various means to promote confidence and reducing risks, as well as secure payment systems (e.g. PayPal), which allow for instant online transactions for smaller operators and those who want to take part in public sales. Most sites of bidding for products, offer guarantees or assurances, in order to protect participants in the public sales and to create a safe environment for commerce.

Also another means for risk reduction, is the feedback system. It is used widely among the sites that allow trade in consumer-to-consumer. For example, feedback forums are effective means of identifying potential risks or users of the site that have the intention to mislead other users.

After putting into service of this feedback system, all active users will accumulate with time, a reputation. Through this reputation, site users can figure out before buying products, how well it will carry out the transaction of the sale and the product listed. This system of reputation is not without problems. One of the main problems facing the system appears in when a new user registers on the site where the public sale will take place and it is represented by the lack of information about it. Where it wishes to sell a product through the site, we can provide insurance and temporary safeguards for those who take part in the public sale.

6.2. BUY-BACK PROGRAM

A buyback program represents mainly a method of financial incentive that can be used in many types of businesses. In essence, it is the value of the price of the product which a seller is willing to reduce it, instead of a product owned by the purchaser. According to this value, the buyer can purchase the product from the seller at a very low price.

All buyback programs are subject to time limits and conditions, which differ from product to product. The purpose of these programs is to encourage acquisition and removing old products on the market.

Shops usually do these programs together with manufacturers of products to share costs, and old products to make evaluations at lower values than those that can be obtained through the websites of free announcements.

6.3. ADAPTING THE FORMAT OF THE SITE TO THE NEW REQUIREMENTS OF THE BUYER FROM THE ONLINE ENVIRONMENT THROUGH THE USE OF VIDEOS AND CLIPS

The videos and the mini-clips and particularly about products, can have a very important impact on the decision to purchase the products. These videos can help the buyer to understand better the product and the information made available about it.

Online marketing through videos and clips arrived at the point at which fully benefits from the advantages that the Internet brings. We do not have internet slow connection, incompatible and uninteresting technologies. Currently, the companies with a marketing

system very well developed, and innovative entrepreneurs are taking advantage of the fact that most consumers hold cell phones, tablets and other media through which they can access information from every corner of the world about the products they want to purchase.

For Dedeman, a series of videos, such as those in which they are presented ways of assembling products from DIY, it would mean a potential increase in online sales that they have. Not only that, the Google search engine, when displaying search results, favors and through videos, plan especially if they are uploaded to YouTube (company owned by Google), but at the same time, videos are more easily distributed via social networks. Also, the statistics show a steady increase in YouTube amongst those watching videos and clips, men being more prone to abandon the effort for reading product descriptions in text format in the detriment of the videos. There are several reasons for this. First of all, the video is an amazing way to show a product. Consumers are studying the products they buy online more carefully these days, and the video features offer an interactive way to see these products in action before you buy them. In addition, the video is much more interesting than the text, and, when the public is more interested, the conversion flows.

6.4. DELIVERY WITHIN 24 HOURS, REGARDLESS OF LOCATION

For Dedeman, the delivery within 24 hours exclusively for purchases of products from the online store has the potential to fundamentally change the way they are made purchases online. In this mode of delivery, they are integrated both the advantages of online trade, as well as those of logistics. Consumers associate the online orders with the delivery time. It is preferable that this delivery time to be smaller. Therefore, at the time of implementation of Dedeman such a system of reduced delivery time, you will benefit in a very significant way by the fact that the products delivered in reduced time will be much more favored by consumers at the expense of products of traditional store or products which are delivered via various courier companies. Consumers are much more prone to pay extra for such products to be delivered on the same day. Dedeman can benefit greatly from this form of delivery because, through the chain of stores that it owns, can cover all the major cities of effective time on the territory of Romania [6].

This system is influenced directly by the macro economic environment, the company, the latter including the increase in living standards, the rapid increase in the use of electronic means of Commerce, urbanization, changing consumer expectations and raising standards in terms of product quality. It is vital to ensure that this delivery system within 24 hours to be successful, a large mass of loyal consumers with sufficient resources so as to pay for such premium services. The increase in the standard of living is becoming even more important for large urban areas and very well developed. These areas are not enough for this system to function. The means of promoting the use of online commerce have an equally important role.

This innovative system is accompanied by the risks and expectations of consumers. Consumers may require increasingly more products when performing online shopping, especially when one of the main concerns is the delivery of the products. They expect delivery in various ways to have chosen to receive them in the shortest possible time. Once consumers have experienced superior service, are inclined to return to it in preference to lower.

The implementation of such a system, although it represents an opportunity for very high company as Dedeman, requires overcoming barriers very difficult, such as real-time monitoring of product assortment, very short time of order processing to customers and the delivery itself implies a high degree of flexibility [2]. For Dedeman this strategy can mean a substantial increase in the number of customers and sales, but it requires very good management of the distribution system at its disposal cost.

6.5. USING A NEW SYSTEM OF INTERNET ADVERTISING

Google AdSense is a service offered by Google that allows website publishers to advertise on Google. It is the source of Google's revenue, number 1. AdSense is used to advertise when users enter keywords into the Google search engine. Notices are placed on the right side of the screen. Notices are text-based and permit links to promotional website.

AdWords program determines pricing for your keywords. AdWords is based on a Vickrey public sale. It is a sealed auction; users send offers about what others are bidding. The highest bidder wins, but the bid of the second is paid. There are pros and cons for this type of auction. The winners, the vast majority of the time, are those bidding on the most. A disadvantage of this type of system is that there is no price discovery, which is a market failure known as imperfect information.

Users AdSense generates revenue accessing by users of their ties and that they buy what is offered on their website. AdSense has been a huge success for Google and for the users of the system and can help us bringDedeman new customers.

6.6. USING SOCIAL NETWORKS

Social networks have grown from connecting with your friends on Facebook to brands and communities on the platforms. Over the past decade, social networks have become an integral part of human life.

Today's consumers are online, are mobile and socialize a lot. Many companies are using online sales strategies through social networks to target audiences on social networks before consumers to visit online stores. Everything from doing a training course, to balance a budget to buy a car can be done online. It is the decision to move to brand social networks to find new customers.

Social networks played an important role in the evolution of on-line shopping. In fact, 9 out of 10 consumers are turning to social media to get help with a purchasing decision, and 75% of people have bought something because they saw it on social networks [5].

Social media is a powerful tool for websites of electronic commerce. The ability not only to direct buyers to a new product or an attractive business, but also to engage with them in different projects that are based on the communication between the customer and the company and to create a sense of community is incredibly useful. A complete social networking also includes direct sales through them, as well as the existence of back-end tools to enable customers to share product and recent purchases with friends and their pursuers via a single click.

Just as social networks promoting an ecommerce shop, the store must highlight a social presence. Spending precious time to create posts for one or more networks is not effective if buyers are not directed and encouraged to follow these pages. It is appropriate to use specific social networks icons at the bottom of each Web page and the provision of links to distribute certain products.

It is also important the strategy before you operate in a social environment. For starters, it is preferable to create a consistent tone that reflects the attitude of the business. Research and intuition plays a role in the strategy of selling on social networks, because the posts are based primarily on conversations. Determination of when it will be most effective for investing time and effort for posts on social networks is also an important thing. Using your time effectively to add high-quality photos for a logo and products in the

fields of image and background of social media accounts, will contribute, also, to standardize branding and create a consistent presence.

CONCLUSIONS

Experts predict a promising future and of electronic commerce. In the near future, electronic commerce will become the most important means of sale. Electronic successful commerce will become an absolutely inseparable from the notion of the internet as e-shopping is becoming increasingly popular and more natural. At the same time, severe rivalry in the field of electronic commerce will enhance their development [3]. Thus, future trends of electronic commerce will be an increase in sales and the evolution on the internet.

As regards the proposed strategies, this study provides to Dedeman Company, first and foremost, a new vision and a plan with regard to the revision of commercial activity on the internet, review what can be applied to solve problems of logistics of the company and dealing with periods of overcrowding. Secondly, the idea of co-creating value through the exchange of knowledge in the field of electronic commerce, which may take place with the help of clients, involving them in the trading of products and encouraging them to use electronic environment, can have an extremely beneficial impact for Dedeman company, because, in the present, the consumer wants a greater interaction with the merchant in order to satisfy its needs. Finally, the strategies of co-creation of value offers guidelines for the management of both sales taking place in the online store, as well as to resolve the problems arising in the logistical services offered by Dedeman company.

The possibilities for implementation of strategies to increase online sales for Dedeman are closely linked to the company's desire to remain in the field of Romanian standard retail DIY items and the company's desire to expand and at the international level, the desire stated by Dedeman's leadership. Currently, Dedeman Company has material for increased possibilities of strategies with regard to online commerce, strategies which do not require very high costs and which can bring substantial profits.

The effort of Dedeman Company to integrate and expand the base of buyers, who use the online environment, gradually will show favorable results, increasing interest in online products considerably from one year to another. The buyer preferring products that do not involve moving it into the shop to be viewed, information can be accessed easily through the site made available. You can also see from this gradual increase, the fact that there is room in the future for a wider range of investments and innovations with regard to online commerce in Dedemancompany. These investments and innovations will assist the company in achieving a greater number of clients and a better access to goods and products stockit puts at the disposal of the customer.

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