

## ANALYZING THE NEED FOR TRADITIONAL INDIAN BUSINESSES TO ADAPT METHODS OF E-COMMERCE MARKETING STRATEGIES

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### **ABSTRACT**

*The research essay closely analyzes the adoption of e-business strategies for a traditional Indian business firm in the sports industry and the impact on their online sales. It focuses on how traditional sales channels were affected due to the Covid-19 pandemic and e-commerce enabled businesses to survive. The positive impact encouraged the company to experiment and align itself with a new and upcoming era of marketing. This prototype is an interesting study to review the need for better systems for many more businesses to learn and adapt new methods of sales and marketing in the future.*

**KEYWORDS:** *Market Survey; E-Commerce; E-Commerce Strategies; Marketing Strategies; B2C; B2B; Online Marketing; Universal Sports Industry; Sports Market; Market Information*