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**BOOKLET**



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**Title: Formalism of E-Commerce for SME of Pottery**

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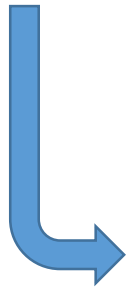
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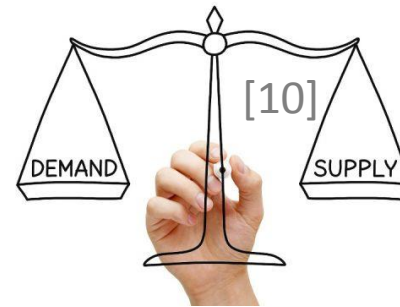
# Introduction



# Introduction



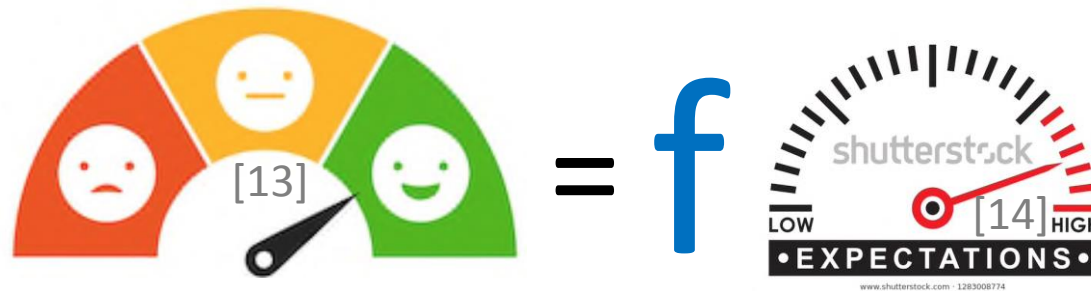
# Related works





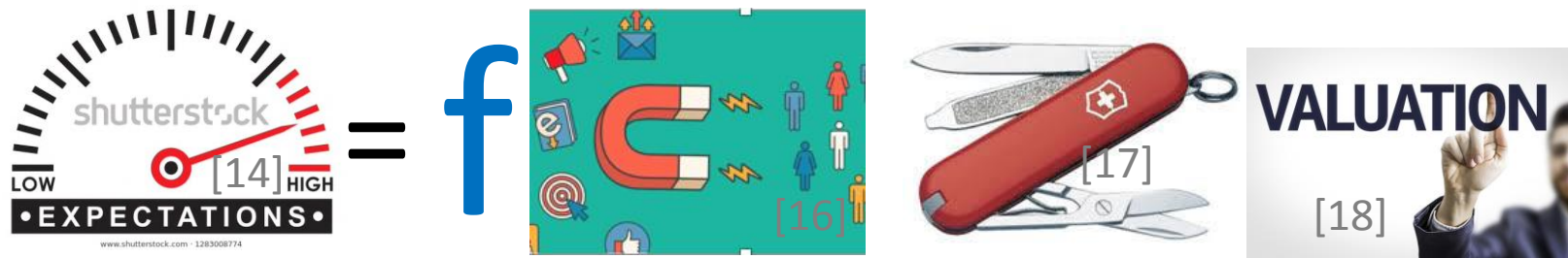
# Satisfaction grade

$$SG = f(E, Pb)$$



# Satisfaction grade

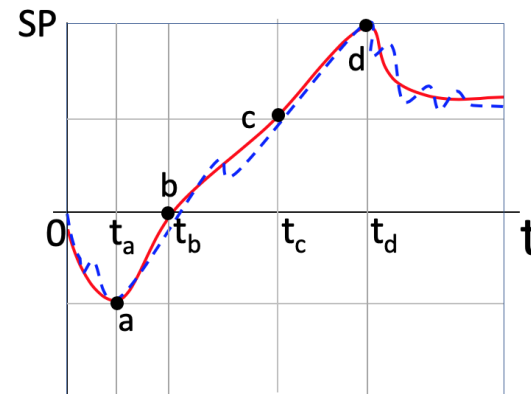
$$E(t) = f(Mk(t), K, Kp)$$



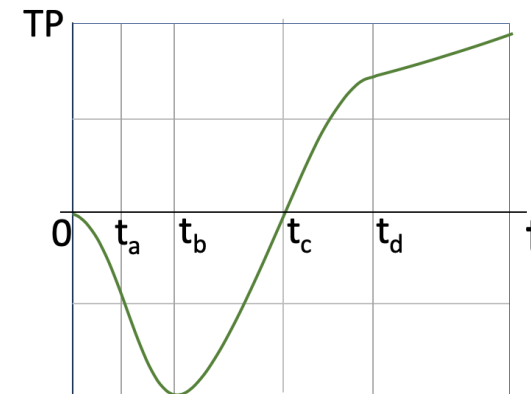
# Satisfaction grade

$$TP(t) = \sum SP(t)$$

$$SP(t) = n_s(t)Sp(t) - PC(t)$$



(a)



(b)

$$SP(t) = n_s(t)Sp(t) - n_p(t)MC(t) - MkC(t) - RC(t)$$



# Satisfaction grade

$$Val = (Pb - E) \left| \begin{array}{l} V^- \Rightarrow Op^- \\ V^+ \Rightarrow Op^+ \end{array} \right.$$

valuation

$$w_{Op^+} \equiv Op^+ \quad \left| \begin{array}{l} w_{Op^-} = K_u w_{Op^+} \\ K_u \in \mathbb{N} \end{array} \right.$$

valuation weight

$$PQ = \sum w_{Op^+} - \sum w_{Op^-} \quad \left| \begin{array}{l} PQ \in \mathbb{Z} \end{array} \right.$$

product qualification

$$PQ < 0 \Rightarrow PQP = neg$$

$$PQ > 0 \Rightarrow PQP = pos$$

$$CQP = \sum_P PQ_P$$

company qualification perseption

$$Mc = \frac{PQ}{n_s} \quad \left| \begin{array}{l} n_s \in \mathbb{N}; \\ Mc \in \mathbb{R} \end{array} \right.$$

marketing cost index



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# Marketing strategy approach



# Marketing strategy approach

Val before	Val during	Val after	Efect
pos	neg	neg	New P in the market with a high initial sales push due to Mk where Val during and Val after does not influence Val before, $Val\_before = f(Mk)$ . The P does not penetrate the market.
pos	neg	pos	The Mk causes that $E > Pb$ and it gets Gs.  Although Val during is a factor that influences Val after the condition gets $Pb \geq E$ after some time. This is interpreted as an erroneous strategy of Mk.
pos	pos	neg	The P will sell well at the beginning but after it will sales decrease because the competition is better.
pos	pos	pos	The P that penetrates the market with a stable presence.

# Discussion of marketing strategy

How to stimulate the desire of the *Cmer*?



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# Discussion of marketing strategy





# Discussion of marketing strategy





# Conclusions

Formal description elementary aspect of e-commerce

Show of new forms to commerce

Strategy marketing discussion



## Formalism of E-Commerce for SME of Pottery

# Questions?

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