

# Finding Sustainable Profitability in the E-Commerce Website in West Sumatera, Indonesia (a Case Study at Randang Pasaraya Asia)

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**Abstract:** *Many retail ecommerce companies may soon find themselves in a race to the bottom, where commodity pricing and razor-thin margins. Others will find that some high-margin goods are extremely difficult to sell on the web. The technology and internet in Indonesia has a great impact on the business movement. Role of the SME website should be used to increase revenue for them. Especially SME products to market local products from an area such as West Sumatra province. Utilizing internet technology has become one of the innovative ways in goods and service selling activities in cyber world named as electronic commerce or e-commerce. Only those that choose the right markets, products, customer care and branding strategies will create sustainable advantage. But what works well in one market segment will fail miserably in another.*

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