

# ROLE OF E-COMMERCE IN REDUCING OPERATIONAL COST

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## Abstract

E-commerce for modern trade came into existence as a result of the significant developments that have taken place in the fields of trade and traffic markets, companies and items that are numerous and diverse, as well as the intensification of competition among these companies to achieve benefits. As a result of these developments, as well as the intensification of competition among these companies to achieve benefits, e-commerce for modern trade has contributed significantly to changing the future of business, and it has contributed by working with the process of electronic trading in making companies more efficient and This research will delve further into the advantages and disadvantages of conducting business online, as well as the impact that these factors play in achieving cost savings. It used to be the case that only people with a lot of money could participate in e-commerce, but now that capital is more scarce and people who own capital need to enter the world of commerce, electronic commerce has opened up a field of opportunity for them. Previously, e-commerce was reserved exclusively for those with a lot of money. Because of this, the tremendous commitment to cost reduction has emerged as the primary subject of this study. [Cause and effect] Presentation People from all over the world now have access to a greater number of opportunities because to the expansion of the Internet, which gives the impression that the size of the world has decreased. Electronic commerce is the process of conducting business over the Internet in its most restricted sense. It has provided a wealth of benefits to businesses, including the reduction in costs that have been troubling a large number of them and have been their primary source of concern. In addition to correspondence and the exchange of information, it went beyond that to establish what is known as electronic commerce. Electronic commerce is the process of conducting business over the Internet in its most restricted sense. It was made possible for those who lacked adequate funds to even entertain the prospect of entering the world of business and investing their money by creating an environment in which this became a realistic option.

**Keywords:** *E-Commerce, Reducing, Operational Cost*

## INTRODUCTION

E-commerce is a term used in the world of business to describe the practise of conducting commercial transactions electronically across a number of different organisations for the purpose of accomplishing a hierarchical or individual objective. Electronic swapping, which refers to the advertising and purchasing of labour and products through the internet, is an essential part of the E-Commerce sector. This aspect of the industry is also known as electronic exchanging. On the rise of e-commerce, a great number of articles have been written. The electronic medium that is known as the Internet has the potential to drastically shorten the real-time exchange time, processing time, and operational expenses, while at the same time making information

available to individuals from all over the world. E-commerce advanced by posing a threat to the costs of corporate expenditures. At this typical level, it is of less importance to consider matters such as software distribution and software setup, which has resulted in an increase in the adoption of E-Commerce through the utilisation of Intranets, Extranets, and the Internet. E-commerce paves the way for the development of potential new businesses that deliver information and other knowledge-based intangible goods to customers located all over the world. Additionally, it paves the way for the global marketing of physical goods, which opens up new avenues for the global marketing of physical goods. The term "e-commerce" refers to any and all types of interactive commercial transactions that can take place as a result of the utilisation of computer networks. Because E-Commerce makes the functioning of the global economy as a whole more efficient, these advancements are essential not only to the economy of the world as a whole but also to the economies of individual nations. It is possible to design an effective system using these five underlying causes. Among these are, to name just a few examples, the reduction of contractual distances and timeframes, the reduction of distribution and operating expenses, the acceleration of item creation, the provision of additional information to purchasers and vendors, and the expansion of consumer choice and supplier reach (Turban et al, 2000). Despite the fact that the focus of this research is on how the use of e-commerce might help an association reduce its running costs, the scope of the investigation does not stop there. In addition, offline retailers, in order to accurately calculate their operating costs, they need to take into consideration a wide variety of business expenditures in addition to the total number of transactions that take place in their stores. When there are a less number of transactions, it results in a higher cost for each individual transaction. On the other hand, if a huge number of transactions arrive all at once, it is possible that the employees and the merchants may get overwhelmed. It makes no difference to the running costs of an e-commerce company how many orders are received or how many orders are cancelled; those costs remain the same. Through the use of several social media platforms, Deal Dey is working toward the goal of providing users with an easy and pleasurable way to acquire excellent deals on fantastic experiences. DealDey.com is committed to assisting local start-up businesses, and in exchange, the company offers its customers access to high-quality investment capital. They are working hard to create what they call a "Shared benefit" situation each and every day for local businesses that are looking to expand their customer base, as well as for customers who want to spend less money without sacrificing the quality of the services and activities that are offered in their own city each and every day.

## **OBJECTIVES OF THE STUDY**

1. to do research on the role that online shopping may play in reducing the costs incurred by a business.
2. to investigate whether further advantages may be gained from conducting business online in India.

## **Definition of e-commerce**

In recent years, there has been a growth in the number of distributors, which has led to an increase in the diversity of definitions of e-commerce. One of the most common definitions of e-commerce is the buying and selling of goods and services through the internet. The most essential definitions were simple to understand as follows: The practise of conducting commercial transactions, such as the purchase and selling of products and services, through the use of the internet is referred to as "e-commerce." The meaning of the word changed through time, and finally came to embrace not just the "exchange of goods," but also the "spreading of information." According to one definition, "e-commerce" refers to "the process of obtaining, selling,

transferring, or exchanging goods, services, or maybe information through the use of computer networks, particularly the Internet." In addition to this, this assumes that there is a continuous flow of information both prior to and following the process of making sales. that the transaction of goods and services is made possible via the utilisation of technology tools, as well as the fact that it is based on both inter- and intra-hierarchical activities for the goal of facilitating such exchanges E-commerce is "any electronically mediated exchanges between an association and any outsider," according to Chaffey's definition of the term. This term is applicable within the scope of the current conversation. To summarise, conducting business online is not the only type of activity that falls under the umbrella of "electronic commerce," which is a word that now refers to a far wider variety of endeavours than it did in the past. Because of this, we will adopt the following definition of e-commerce, which is derived from the research that has been done in this area:

E-commerce, also known as electronic commerce, is the process of integrating all of an organization's processes, activities, and services so that they can engage in the buying and selling of goods as well as the transfer of information and assets with the organization's business partners using computer networks and electronic technologies. This allows the organisation to engage in what is known as "electronic commerce," which stands for "electronic commerce."

There is no difference between using the terms "e-commerce" and "e-business" when referring to the same subject. E-commerce can relate to e-business or even e-marketing, but it can also apply to e-commerce in a broader sense. E-business is the practise of conducting business through the Internet. The alteration of fundamental business process through the utilisation of internet technology is an example of e-business, as defined by IBM. The following explanation of e-business, which was supplied by IBM, gives a good illustration of the parallels between the two concepts.

### **10 Ways to reduce e Commerce Operating Costs**

Reducing the operational costs of e-commerce business is important because it enables us to maintain a healthy, self-regulating, and expanding firm. As a result, we won't have to worry about losing clients to the competition or being forced to shut down our operations.

Here are the tips to keep operating costs under control:

#### **Lower product returns**

we will continue to lose a significant amount of money when customers return faulty things or items that do not satisfy their criteria. This is because we will already have paid expenses associated with transporting the items and work, and we may be required to repair the damaged items regardless of whether or not the customers return them.

It is considerably more difficult to sell the returned item as new, but even if we are able to do so, there is still a potential that the customer will not return to our firm to make another purchase. Even if we are successful in doing so, selling the returned item as new is much more difficult.

In the event that we were able to cut down on the amount of merchandise that was sent back to we overall operating costs would drop by a sizeable amount. In order to do this, we need to start by including appropriate

information on the pages of website that are dedicated to the items. This should contain images taken from a range of views in order to provide potential purchasers with a more reliable and realistic sense of what they will be acquiring.

We may, for example, decide to spread photographs that include models of diverse heights, weights, and body shapes using or wearing the items in issue. These models would be shown using or wearing the products.

we may also choose to distribute product videos in order to provide customers with a clearer image of what the product looks like when it is being utilised by demonstrating to them how the product is put to work. If we are selling things that can be measured, such as furniture or clothing, we should make sure to give a scale or an estimation diagram that includes a guidance on the dimensions of the item that is being sold. If we are selling things that can't be measured, such as coins or stamps, we shouldn't bother selling them at all.

The following is a size diagram that may be used for a multitude of different goods that can be purchased from Amazon, including but not limited to apparel, shoes, rings, necklaces, and bangles:

Another tactic that may be used to reduce the number of times consumers send an item back is to extend the amount of time they have to do so. The endowment effect demonstrates that a customer is more likely to acquire a stronger emotional attachment to something the longer they "own" it. This is the case regardless of whether the customer actually pays for the item.

In spite of the fact that a more liberal return policy might be detrimental, a number of customers could experience less pressure to ship goods back as soon as the allotted time passes, which would give them the opportunity to change their minds.

Reviewing our sales data to determine which client groups have the highest rate of product returns and then excluding these categories from our marketing efforts and reach is another way to cut down on the quantity of products that are sent back to be exchanged or refunded. This will assist in lowering the rate of return that we receive.

By utilising a technology such as Zapier, we will be able to obtain information on any and all item returns that have been processed through PayPal and Stripe. we may sort the data in order to discover the customers who have the highest return rates after putting the data via a spreadsheet or the application of our choice.

Because of these strategies, we will have a better understanding of which consumer demographics to avoid and which product categories to avoid marketing to certain consumers in order to achieve lower rates of product returns.

### **Lower inventory costs**



In order to reduce the costs associated with operating our e-commerce company, we should make it a point to do inventory checks on a regular basis. We can ensure that we do not build up an excessive amount of stock by utilising this procedure, which would drive up our storage expenses for no good reason and cause us to lose money. We will be able to compare the quantity of products in our inventory to the demand for those things, which will ensure that we do not waste money. Consider selling off any unsold items from our inventory in order to make some additional space available for warehousing. One strategy to do this is to sell off any additional items we have at a reduced price and to stimulate sales by offering discounts and deals that are only available for a short period. We may potentially enhance sales by bundling items that move slowly with ones that are more popular and more relevant to the audience we are trying to reach. We could also be able to convince customers to buy less popular products if we combine them with more in-demand items and offer the combination as a discounted package deal. Not only can technological developments help to get rid of outdated goods, but they will also draw customers' attention to newer, more appealing products, which will ultimately lead to an increase in sales. This may be a win-win situation for our company.

## **THE EVOLUTION OF E-COMMERCE**

More than twenty years have passed since the beginning of what is known as "electronic commerce," which may be roughly defined as the process of conducting business through the internet. Internet commerce is comprised of several core activities, including advertising, browsing and selection, purchasing and selling, charging and invoicing, and making payments. Traditional kinds of electronic commerce, such as Electronic Data Interchange (EDI), file transfers, and standardised identification systems are all carried out on private value-added networks (VANs). Before the widespread use of Internet-based e-commerce, business-to-business transactions were conducted with the help of electronic data interchange (EDI) technologies. They are private and proprietary, in contrast to the public nature of the Internet, and they do not accept surfing or advertising on their platforms. Electronic data exchange (EDI) systems are a potential form that interorganizational information systems might take. One excellent illustration of this may be found in the business-to-business networked electronic data interchange (EDI) services that GE Information Services initially introduced in the year 1995. The Electronic Data Interchange (EDI) programme allows for the automated preparation and transfer of purchase orders, invoices, shipment status documents, and payments between organisations. More than 40,000 trading partners are members of the world's largest electronic trading community, which is managed by GE Information Services and referred to as the "world's greatest electronic exchanging local area." As a result

of the ongoing development of e-commerce, electronic data interchange (EDI) systems now provide higher-level services, such as exchanges and work process between associations. In the past, these higher-level services were formerly restricted to information exchange alone. These systems are not suited for business-to-customer exchanges due to the fact that they are expensive, require a significant degree of collaboration between executing parties, and call for substantial cooperation between executing partners. The Interact is excellent for selling one's services and commodities to end consumers in a direct manner, and this may be done using the platform. The number of individuals utilising the online is exactly proportionate to the rate of economic growth on the internet, which is a direct proportion. In spite of the tremendous notoriety that select companies, such as E-Trade and Amazon.com, have gotten, online business-to-business transactions continue to be the most popular type of internet commerce. According to Forrester Research, annual business-to-consumer e-commerce is anticipated to develop from \$43 billion of every 1998 to \$1 trillion by the year 2003. On the other hand, annual business-to-business e-commerce is anticipated to grow from \$43 billion of every 1998 to \$1 trillion by the year 2003. The amount of money that was transacted online would go from \$7.8 billion in 1998 to \$100 billion in 2003, a tremendous increase from that point in time. Transactions conducted through the Internet are easier to use and more cost-effective than those conducted via EDI. In addition, consumers are able to view the online inventory as well as the ordering system at any time, day or night, seven days a week. Thanks to dynamic web sites, customers are able to check the progress of both their orders and the inventory over the internet. This functionality is available to them 24 hours a day. One potential avenue of investigation concerns the low level of participation. However, Lands' End Live at this time connects a customer who clicks for assistance with a personal online shopper who synchronises his or her browser with the customer's computer so that both customers can view the same goods on their respective displays. This feature is only available to customers who are logged in.

### **Research Methodology**

Has been focusing on the theoretical aspect, which reflects the investigation into ways to save expenses, while also concentrating on the practical aspect of metadata.

### **Method of data collection and information**

embraced the more theoretical approach by reading books, publications, conducting research, and using the internet. While the application depended on in-person interviews, direct questioning of staff and employees in businesses, and the utilisation of questionnaires, the practical side of things was conducted through personal conversations.

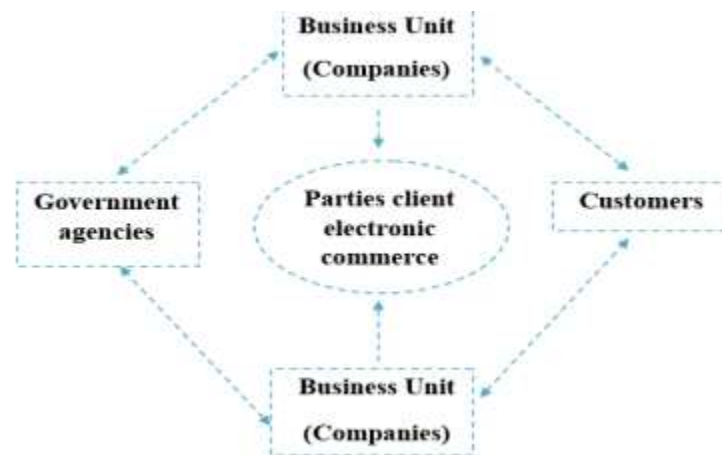
### **The concept of e-commerce**

Beginning work in electronic commerce in the early nineties of the previous century and including various critical components to be offered in the application of electronic commerce, such as the employment of computer and communications technology and information systems, is highly recommended. E-commerce may also be understood as the process of purchasing and selling or exchanging items, services, and information through the internet. This meaning of e-commerce is applicable at the present moment.

### **Clients electronic e-commerce**



E-commerce requires dealing in the commercial market coverage of different parties to handle the different parties for clients in the corporate sector in the same society is linked through the electronic network in different sectors in the same community or beyond either the government sector or sector individuals (consumers), as well as the government sector can be linked to another state. in the same society is linked through the electronic network in different sectors in the same community or beyond either the government sector or sector individuals (consumers) as well as the government sector can be linked to another state E-commerce enables the discovery of new markets in terms of time, geography, and information, areas that previously would have been difficult to access due to high transaction costs or restrictive regulations. Take, for instance: A. Bank of Brazil (Banco 1) now offers its financial services around the clock (24 hours a day) directly over the Internet, but in the past and before the emergence of e-commerce, the bank was unable to accomplish this goal. B. Website (estee.com) brings together producers of steel and the buyer the adults all over the world within the Market Square and one on the network directly, while it was a matter of putting them in this picture is almost impossible, and even if they were, they would require substantial costs to make connections among them. This is because putting them in this picture is a matter of putting them in this picture is almost impossible, and even if they were, they would require substantial costs to make connections among them. As is seen in the figure (1).



**Form ( 1 ) Parties client electronic commerce**

### **The importance of e-commerce to reduce costs**

The importance of e-commerce to reduce costs accrues to the manufacturers or vendors in speed in the processing of electronic stores and low cost inception in comparison to the processing of traditional stores, which leads to a reduction in the cost of business performance, and increase the scope of supply markets, including beyond the limits of space and time, and thus to increase competition, which results from the high quality products and low prices. That the lower costs of business processes reflect a trade transaction costs of obtaining information, negotiating and brokerage fees and sales commissions, administrative procedures, and other essential parts of the price of the product is that the lower costs of business processes represent. E-commerce also plays a significant part in the reduction of these costs because it helps to improve the flow of information, which in turn helps to increase the level of business coordination, and it reduces the costs associated with searching for information relating to potential buyers and sellers in the market. It is possible that businesses that contribute to e-commerce in order to lower their administrative costs in the distribution,

archiving, and retrieval of information paper will be able to reduce their administrative costs associated with procurement operations by as much as 85 percent, which will ultimately result in lower product prices. Good management of inventory as a contributor to ecommerce's ability to reduce inventory through the utilisation of a drug in the supply chain management system, where the process begins with obtaining commercial demand from the buyer and providing him with his application through industrialization in a temporary manner, and this would work to significantly reduce the length of the business cycle; where the product is shipped directly from the factory to the final buyer. This is made abundantly clear in the case of digital products, which include all types of goods and services that are provided electronically. Therefore, making use of e-commerce is an important tool in the management of inventory and in reducing the costs associated with storage, and this has implications for the economy as a whole if we are aware that 10 percent of the volatility in the quarterly growth rates of production is a direct result of the volatility of returns on investment in inventory. It is anticipated that one of the consequences of e-commerce will be to alleviate the effects of the business cycle caused by the shift in inventory. This is because it is anticipated that e-commerce will try to minimise the amount of inventory that is held. It is anticipated that the growth of information and communication technology, as well as improvements in the flow of information, will have the effect of reducing the influence of the stock of the business cycle to a minimum, if not eliminating it altogether.

### **The practical side of the study**

The questions that are discussed in this section display the results of the questionnaire, which are then assessed in terms of prices and internet commerce. Mar was given a rating for those costs in the form of three key variables in accordance with the issue and the premise of the study, and in order to accomplish the intended objective of this study, the researchers for this purpose employed Mar as a rating factor. A quintet based on the Likert scale, which is spread among the top There is a paragraph about weight. Given 5 degrees of agreement (to lessen the weight of a paragraph) (I do not agree completely), I am in complete agreement "and assigned a degree of one), as well as their three other weights, which are (agreed assigned a degree of four, agreed to some extent assigned a degree of three, and I do not agree assigned a degree of two), to represent the fields other responses were subsequently work schedules. Frequency distributions for the variables of the study, for the adoption of this type of tables for practical purposes of statistical analysis in order to get the circles arithmetically weighted, and standard deviations, and adopted by the researchers as well "on the basis of the premise that the arithmetic mean of (3) serves as a benchmark for measuring and assessing the degree of success achieved in relation to the variables under investigation. After carrying out the necessary processing and statistical analysis, the following circles with their associated weighted arithmetic and standard deviations were obtained:

#### **First: The salary costs: -**

The table indicates (1) to the statistical analysis of the responses of the sample of the study on the impact of electronic commerce on the role of payroll costs Mar includes the table circles weighted arithmetic and standard deviations and relative importance.



Statistical Indicators			Answers of respondents					T. paragraphs	Variable
Standard deviation	The relative importance	Weighted arithmetic mean	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree		
0.81273	87%	4.34	0	1	1	8	10	X1	Payroll costs
0.60481	91%	4.55	0	0	1	7	12	X2	
1.12390	%80	4.00	1	1	3	7	8	X3	
1.21395	%80	4.00	1	2	2	6	9	X4	
0.88704	%81	4.05	0	1	4	8	7	X5	
0.92848	%84	4.19	Weighted arithmetic mean, standard deviation and relative importance						

**Table (1) payroll costs**

It is clear from the results listed in Table (1) as follows :

Because the mean weighted variable payroll costs came to (4.19), with a standard deviation of (0.92), and it was discovered that the mean weighted was greater than the standard test (i.e. the arithmetic mean premise) of (3), this indicates that this variable is a variable and that the sample study was successful in identifying it as such. reached the relative importance of this variable (84 percent) from the perspective of respondents, and due to the strength of owning the study sample of the perception about the importance of variable salary costs in the study population, which means the adoption of the study population for this variable. In addition, the relative importance of this variable was determined by the viewpoint of respondents.

#### **Second: The costs of storage and distribution: -**

As can be seen in Table mentioned circles weighted arithmetic and standard deviations and relative importance, the table indicates (2) to the statistical analysis of the responses of the sample of the study on the impact of the use of electronic commerce on the costs of storage and distribution. The study focused on how the use of electronic commerce affects the costs of storage and distribution. The influence of utilising electronic commerce on the expenses of storage and distribution was the focus of the research that was carried out as part of this study.

Statistical Indicators			Answers of respondents					T. paragraphs	riable
Standard deviation	The relative importance%	Weighted arithmetic mean	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree		
0.82558	%89	4.45	0	1	1	6	12	X6	costs of storage
0.82078	%88	4.40	0	1	1	7	11	X7	

1.10501	%84	4.20	1	1	1	7	10	X8
0.82078	%92	4.60	0	1	1	3	15	X9
1.59852	%73	3.65	3	3	2	2	10	X10
1.03413	%87	4.36	Weighted arithmetic mean and standard deviation and relative importance					

**Table (2) the costs of storage and distribution**

That's the arithmetic mean weighted variable costs of storage and distribution amounted to (4.36) with a standard deviation was (1.03), and found that the mean weighted more than the standard test (i.e. the arithmetic mean premise) of (3), this means the power to adopt variable by the student population, and arrived at the conclusion that the mean weighted more than the standard test. In other words, the power to adopt variable by the student population The degree to which those who took part in the study put a high or low value on the presence of this attribute is the variable that will be looked at (87 percent).

**Third: The maintenance costs: -**

The table indicates (3) statistical analysis of responses to the members of the sample of the study on the impact of the use of electronic commerce on maintenance costs, as mentioned in the table circles weighted arithmetic and standard deviations and relative importance.

Statistical Indicators			Answers of respondents					T. paragraphs	Variable
Standard deviation	The relative importance%	Weighted arithmetic mean	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree		
0.68633	%91	4.55	0	0	2	5	13	X11	maintenance costs
1.33278	%75	3.75	2	2	2	7	7	X12	
0.68056	%92	4.60	0	0	2	4	14	X13	
1.42441	%77	3.85	2	2	3	3	10	X14	
0.88258	%88	4.40	0	1	2	5	12	X15	
1.00133	%85	4.23	Weighted arithmetic mean and standard deviation and relative importance						

**Table (3) maintenance costs**

It is clear from the results contained in the table (3) as follows:

1. Because the arithmetic mean weighted more than the arithmetic mean premise of (3), this indicates that the variable is a significant covariate for the study sample. 1. The results show that the mean weighted

variable maintenance costs amounted to (4.23), and the standard deviation amounted to (1.001). This shows that the arithmetic mean weighted more than the arithmetic mean premise of (3).

2. reached the relative importance of this variable amount (85 percent) from their point of view; this was due to the high level of awareness of the study sample of the importance of changing the level of work of the study population; and it was also due to the strength of the adoption of the paragraphs of the variable before the study population. Both of these factors contributed to the overall significance of the findings.

## Conclusion

It is imperative for firms involved in eCommerce to maintain a competitive edge; otherwise, they risk going out of business. It is crucial to keep our running costs on the low side in order to compete successfully with other online retailers such as Amazon and to maintain a healthy, self-regulating, and expanding firm. Developing strategies to lower item returns and inventory costs, negotiating better terms with suppliers, and negotiating better exchange fees are just some of the ways in which we can reduce the operating costs of our eCommerce business. There are a number of different ways in which these costs can be reduced. Showed the results of a statistical analysis on the variable costs of storage and distribution that the company is seeking to benefit from the advantages of using e-commerce to reduce the stock of the company and the salaries and wages of employees in stores and reduce the costs of travelling to the target markets and reduce the costs of insurance on stores and expenses stationery and consumption of machinery and equipment used in the stores and reduce the costs of travelling to the target markets and reduce the costs of travelling to reduce the costs of travelling to the target markets and reduce the costs of It also shown that the firm is interested in its consumers and is willing to facilitate the exchange of experiences and points of view with those customers by utilising electronic commerce and providing access to any query or consultation requested by those customers. In addition to this, it demonstrated that the firm is interested in making use of electronic commerce in order to fulfil the demands and expectations of consumers and get the maximum possible level of satisfaction for those customers.

## Recommendations

Make it possible for e-commerce companies and businesses to coordinate the strategies, resources, and skill compositions of long-term relationships, particularly with institutions or dense information technology companies, and through the use of electronic networks that make it possible to share information. Some experts are of the opinion that in the not-too-distant future, the pictures of these networks that control e-commerce will predominate, and that these networks will become the organisational framework of any social contact that takes place between individuals. The corporation reaps the benefits of the outcomes of using e-commerce in lowering the salaries and wages of men, rewarding salespeople and sales, and lowering the costs of sales and administrative expenditures of travel and the movement of salesmen. The necessity for the business to do frequent evaluations of the efficiency of its advertising by contrasting the outcomes achieved through the application of electronic commerce in the promotion of its wares with the sums of money allocated specifically for this objective. When dealing with maintenance issues, it would be wise to keep in mind the potential for the firm to cut down on the amount of money it spends on maintenance by making use of e-commerce. In addition, the company uses electronic commerce in the announcement of its products in order to measure the effectiveness of advertising on a regular basis by comparing the results obtained from the use of electronic

commerce in the announcement of its products with the amounts spent for this purpose. This helps the company lower the cost of studies and marketing research as well as the salaries and wages paid to experts and consultants working in the field of marketing.

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