

Through the conclusion, it became clear to us that Nice One Company is one of the largest companies located in the Kingdom of Saudi Arabia, as it has a successful e-commerce experience, as the site is characterized by many positives and there are methods of payment, marketing and retrieval, given that there are factors that help On success and is applied in e-commerce to ensure efficiency and effectiveness, and also a lot of programs and applications have been used to develop and enhance the user experience, and also several payment methods have been made that suit the customer, and technology has been used in a system to maintain transactions across Internet and its protection. And through SWOT analysis and through the experience of competitors, it was concluded that Vanier has the advantage of comprehensive competition and has an advantage in general. Nice One must take care of all products and maintain different payment methods, and continuous research must be carried out, and renewal and continuous updates must be made.