

E - C O M M E R C E V S . R E T A I L

COMPETITION OR COMPLEMENTARITY



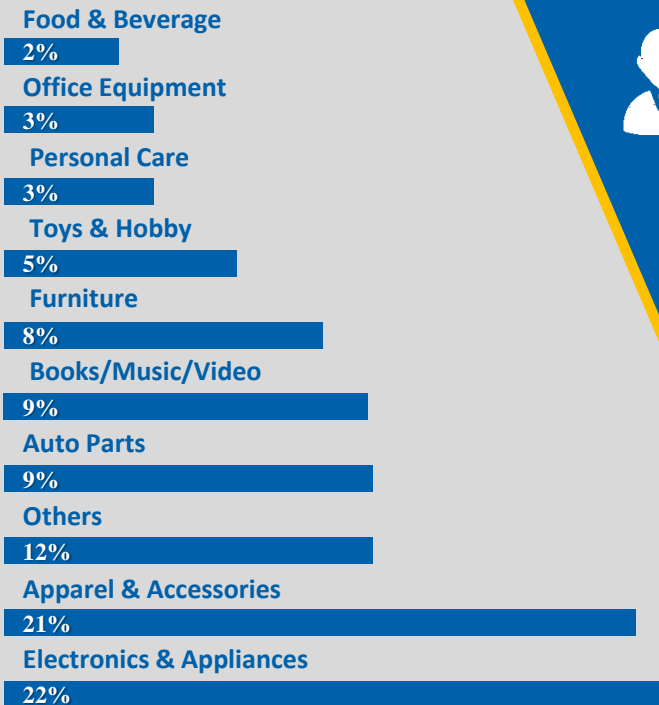
E-COMMERCE

E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. E-commerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

The Effect of E-Commerce on Brick and Mortar Retailers

EFFECT BY CATEGORY

Not all retail categories are impacted the same, however the list below ranks product category sales by proportion of e-commerce sales:



ADVANTAGES OF E-COMMERCE

Promotion of Products

Product can be promoted in interesting ways and with lots of information directly to the customers.

Customers

Customer can reach detailed information and easily compare specs and prices.

Brand Image

Entrepreneurs can establish their brands on internet with affordable prices.

Customization

Customized products available according to the needs.

Order Making

Easy order making to reduce time, effort and a lot of expenses.





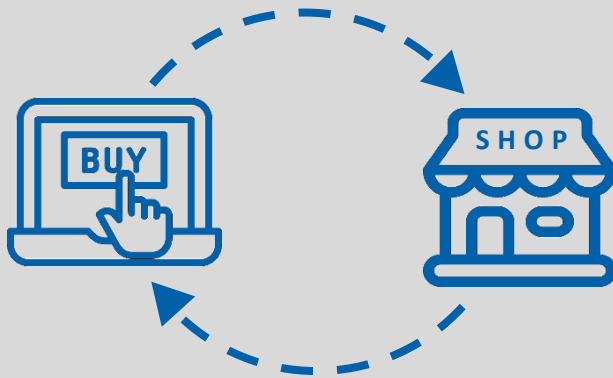
Although shoppers might depend on online stores for product search, reviews, recommendations, discounts, etc., they still prefer an in-store experience to really purchase the product.



STRENGTH OF PHYSICAL EXPERIENCE


When it comes to shopping, today's consumers are as interested in the experience as the object itself. The sheer power of experience is undeniable, and it can also allow you to really set your brand apart from your competitors. A physical space is so much easier to be individualized than a website, and it has so much more power to evoke all of the senses.


The possibility for personalized experience are endless.



Most of us are having an assumption that the importance of brick-and-mortar stores are fading due to the impact of online stores. But the truth is that both are complementing each other in a very positive way. It's all about consumer behavior and new trends. We in **CBC Advantage** are always tracking the market index and trends, and ready to keep your business updated so you never miss the train...

EXAMPLES OF COMPLEMENTARITY BETWEEN OFFLINE & ONLINE COMMERCE

 The e-commerce leader, is hugely investing in brick and mortar stores by establishing a dominating physical presence in the form of Amazon pop-up kiosks, Amazon fresh pickup, whole foods stores, Amazon treasure trucks, Amazon book shops, etc.

 Is combining all of its widespread offline presence with an impactful online presence and brick and mortar stores. It is excellently catching up with Amazon by rolling out a huge number of online grocery pickup services in different locations.

Coldwell Banker Commercial Advantage (CBC Advantage)

A full service commercial real estate company in Egypt, offering various investment services:

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|  Capital Services |  Acquisition & Disposition Services |  Corporate Services |
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