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# The converging business models of Internet and bricks-and-mortar retailers

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### Abstract

The authors discuss the advantages and disadvantages of traditional store-based and online retailing. To minimise the drawbacks, the emerging trend in retailing is a convergence of the two business models of retailing. Several examples of major companies in 'bricks-and-mortar' and 'online retailing' are cited. In particular, it is pointed out that the stakes are not as clearly in favour of the pure Internet retailers, as often portrayed – the quality of execution of the individual company is paramount.



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### Keywords

Bricks-and-mortar Retailing; Online Retailing; Internet; Electronic Commerce

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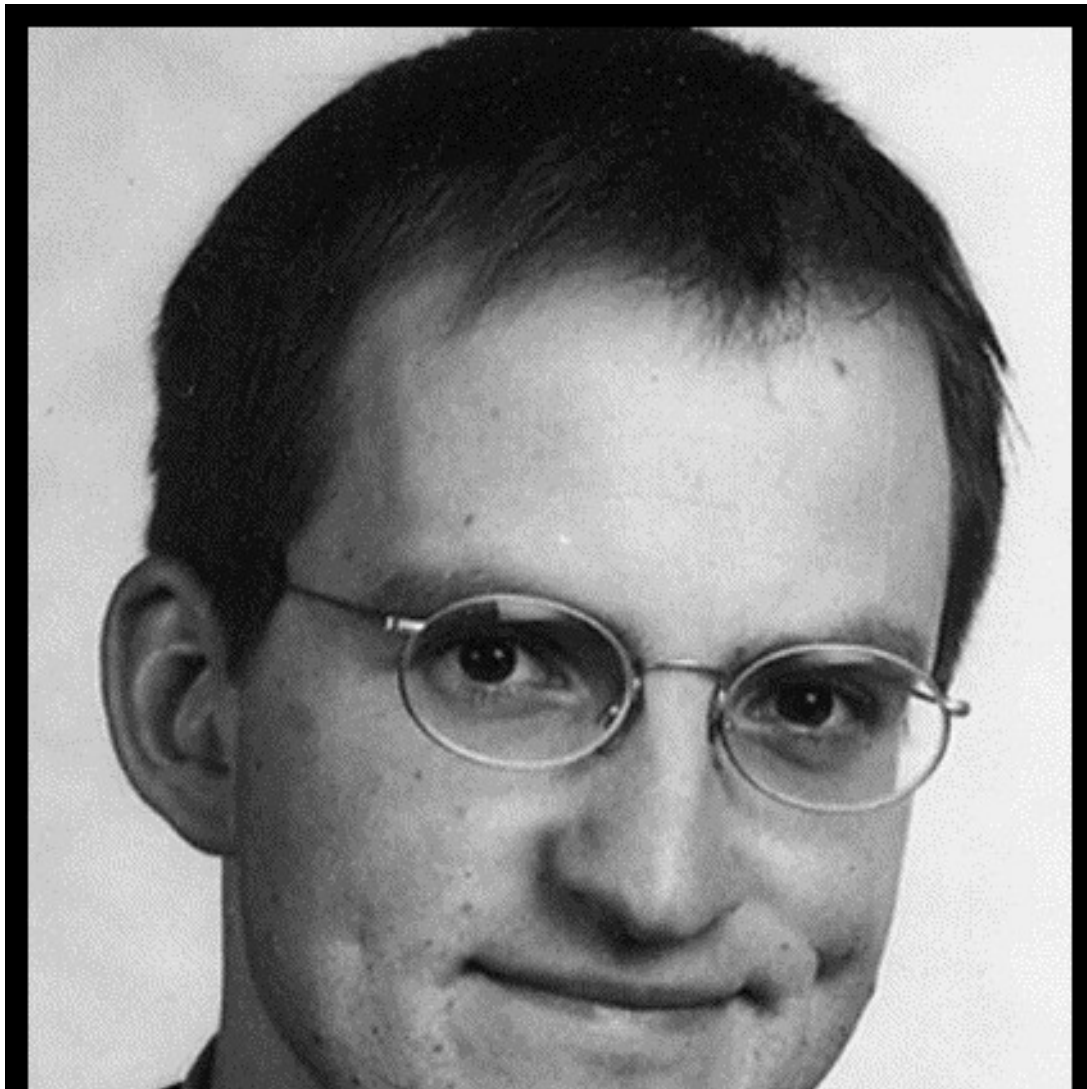
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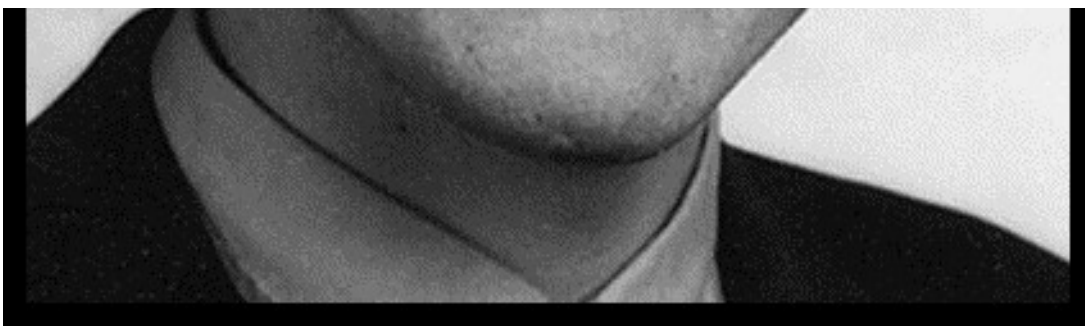
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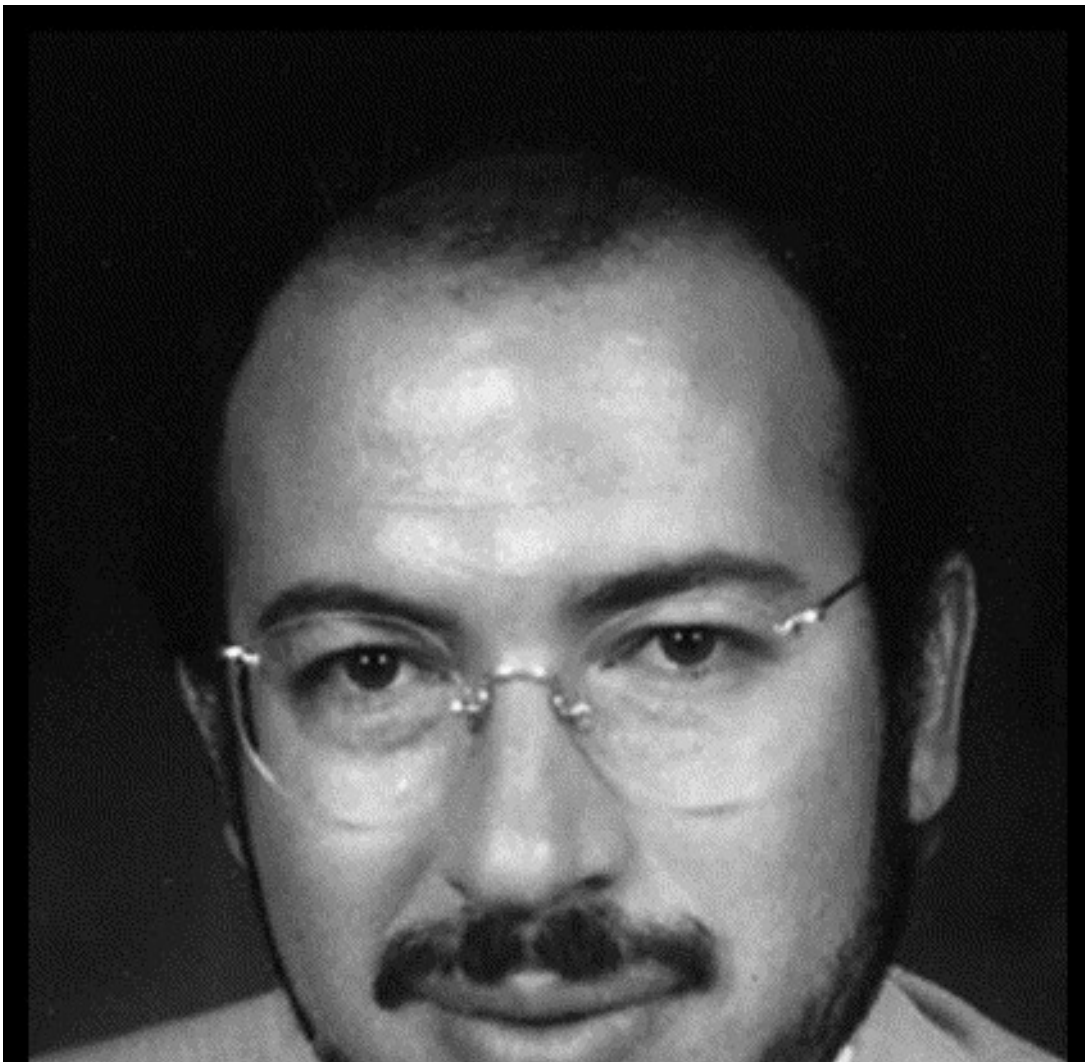
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