

# Clicks, bricks & brands

## Kogan Page - From Clicks to Bricks: Why Online Brands Are Investing in Retail

Operations	Equity
Fully Integrated Internet systems are simply a layer on top of existing information systems Uses bricks-and-mortar distribution systems to guarantee next-day delivery	Fully Integrated OfficeDepot.com is wholly owned by Office Depot Not likely to spin off anytime soon
Moderately Integrated Separate distribution systems Shared buying power Customers can return toys bought on-line to bricks-and-mortar stores	Separate KBKids.com is a joint venture with BrainPlay.com KB Toys owns 60% and BrainPlay owns 40%
Moderately Integrated New, integrated distribution center Shared buying power Customers can pick up prescriptions ordered on-line at bricks-and-mortar stores	Separate RiteAid received more than 25% of Drugstore.com

Description: -

- Electronic commerce -- Case studies.

Electronic commerce.

Retail trade -- Forecasting.

Retail trade -- Case studies.

Retail trade.Clicks, bricks & brands

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### Clicks to Bricks: 5 Reasons E

We're going to have you vote again after you hear all of the arguments.

#### Alibaba

He invented the self-driving car.

#### How to Succeed at Bricks

And only one side wins. I don't know if I want to be in a world where a robot can do what I have worked so hard and sacrificed so much and trained so much to do. Similarly, a furniture store may offer its products in the showroom, so the can observe it first and then make an order online with a Door to Door delivery.

#### Alibaba

It doesn't take too much time.

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