**Conclusion-**

The face of retail has changed. The advent of technology in recent period being the primary reason for

it.Today, retailing means going into shopping centers, going online and going mobile. In all these, small retailers miss out somewhere. But the nearby store is always the most important concern for all reason and seasons. It needs to revive not just survive. The retail stores needs to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the other. It’s not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail store.

**Opportunities for Digital Adoption by Local Business**

**Mobile Readiness**

Having an online presence with mobile responsiveness and effective mobile access to key features is a clear opportunity. According to BDC, “nine out of 10 consumers claim to use their smartphone for pre-shopping activities, and three out of five say they use it to find the location and opening hours of a business that offers a particular product. More than two in five Canadian consumers use their smartphone to find promotional offers, one-third check product reviews and a similar proportion verify product availability in local stores”. Smart retailers will cater to consumer needs through their online presence, providing location information that is easily transferred to mobile map applications for driving directions; clickable phone numbers for easy dialing from a smartphone; and easily accessible business hours. Taking advantage of localization features available with smart phones should also be a priority for local retailers. Many consumers are selecting purchase locations based on proximity. For example, many are using apps like OpenTable, Yelp or even Google maps to find recommended restaurants near their current physical location. Some aspects of localization are relatively straightforward, like ensuring your business appears with enhanced Google listings. These can be important as many apps rely on Google API integration to power their localization features. More sophisticated localization strategies will be rooted in digital marketing considerations, including participation in apps used by the business’ target customers (i.e., being where your customers are), search engine optimization and digital advertising, as well as active social media participation to generate and maintain online reviews and address customer service commentary in a timely and effective way.

**Multi-Channel Coordination**

The Impact of Online Shopping on Local Business 20 The multitude of applications for small businesses to get online could actually make a multichannel approach accessible to local businesses. Many new e-commerce tools (like Shopify, Squarespace) make it easy for retailers to create a fairly robust, mobile responsive e-commerce site. Shopify also provides mobile and point of sale integration as well as inventory management and digital marketing tools (such as Google adwords). Retailers who are starting fresh with their ecommerce presence (versus those who are dealing with legacy applications and customized backoffice integration) will likely be at an advantage in their ability to nimbly add more multi-channel features.

Basic marketing and promotions strategies must translate online to capture multi-channel shoppers. Retailers should ensure their sales and marketing efforts make the online/offline connection. This requires that information be consistent across channels; that product info and availability exist across multiple channels; that flexibility is offered (in-store pickup, delivery, seamless returns in-store or online); and that online promotions encourage foot traffic (and vice versa). This helps retailers focus sales and marketing strategies on customer value generation rather than channel revenue. In this environment the customer service experience can become a key differentiator.

For some retailers, the ability to advertise and sell product on marketplace sites like Amazon may represent an opportunity. Marketplace sites can open up channels for online sales and can increase visibility of products in broader markets. However retailers should proceed with caution. On marketplace websites, retailers compete almost solely on price and should be aware of how shipping costs affect their price competitiveness. In addition, long-term customer retention through marketplace channels tends to be more difficult, and there are additional fees associated with sales made via the marketplace.

**Online Support Services for Small Business**

Given the opportunities for retailers described above, there is also an opportunity for service providers who a can help small businesses navigate the myriad options for getting online at a reasonable cost. In the same way that many of the digital tools and technologies available to retailers enable them to have more refined and targeted reach, the tools and apps themselves may target niche business owners and product categories. Preparing for online selling requires everything from content creation to business process implementation on top of the technological aspects and capabilities of the tools themselves. There are a lot of options out there for local businesses to get online but finding and implementing the right tools at a reasonable cost requires know-how in and of itself. Local B.C. businesses need to assess their challenges and opportunities and move quickly to capture a greater share of online shopping.