**D1 - Evaluate the use of e-commerce in a 'brick and click' organisation**

*Write a short report to evaluate the use of e-commerce for Tick Tock in order for them to become a 'brick and click' business.*

**Your report should include the following titles and information, you should constantly be referring back to Tick Tock:**

* Introduction
* What is meant by 'brick and click'?
* Research into what a 'brick' organisation is?
* Research into what a 'click' organisation is?
* What are the potential advantages of becoming e-commerce?
* What are the potential disadvantages of becoming e-commerce?
* Research statistics that evidence improvements to profit from going from a Brick to a Brick and Click.
* Conclusion - What are your recommendations for Around the Clock?
* Reference your sources