The Rise Of The Online

C1-C2

Module 5

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Here's What We Will Be Learning in this Presentation:

SUMMARY

- ❑Introduction to brick-and-mortar and Ecommerce.
- ❑Differences between them.
- ❑Factors favouring physical stores.
- ❑Future of retail.
- ❑Case study of omnichannel technology.
- ❑Exercises.

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VOCABULARY

Lease: to make a legal agreement by which money is paid in order to use land, a building, a vehicle, or a piece of equipment for an agreed period of time.
Validation: to make something officially acceptable or approved, especially after examining it.
Seamless:.
Omnichannel: denoting or relating to a type of retail which integrates the different methods of shopping available to consumers (e.g. online, in a physical shop, or by phone).

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