



# The Rise Of The Online

C1-C2

Module 5

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.

# 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).