

ONLINE VS OFFLINE BUSINESS

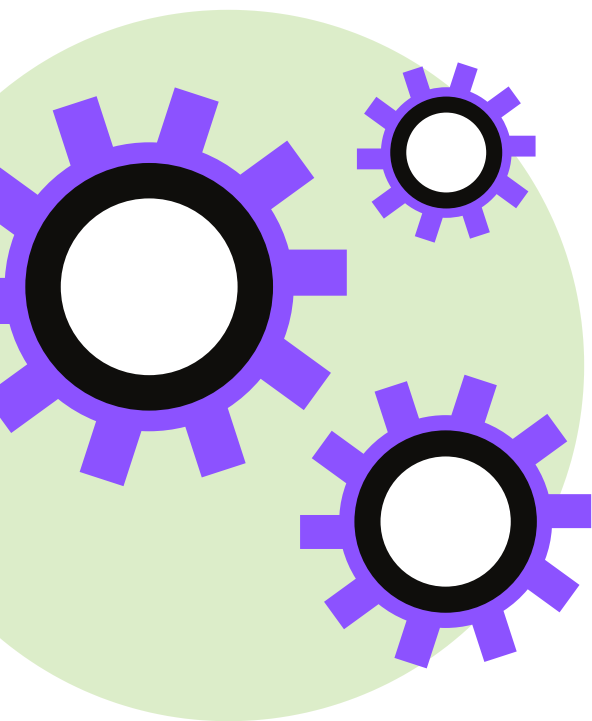


PHYSICAL STORE

- No wait for delivery or products
- In house experts to assist customers
- Satisfaction of touching and feeling
- Multiple payment option include cash payment
- No shipping cost

ONLINE STORE

- World wide audience
- Easy access from any location
- Easy and better advertisement
- Coupons and Promotions
- Email and Digital Marketing
- Less human involvement



REQUIREMENT

- A address (.com vs .net vs .org)
- Professional Email address
- Website / E-Commerce
- A digital marketing Team
- Shipping company
- Payment gateway
- Policies i.e return policy

A COMBINATION

A combined approach for online and offline presence both . Focus on physical and online store both with lead generation capabilities.

