

Take your e-business to the next level

[Business](#), [E-Commerce](#)



First, it will help decide those are still mulling about the company's product or services. Second, the brick and mortar presence will serve as a showroom to support the products and services online where customers can actually interact with the company's personnel and hold touch and test the products that the company is selling.

The brick and mortar stores can also be taken as an expansion. People who do not normally make their purchases or avail services online can also visit the store/office and buy or transact the traditional way. This is serving a non-technology savvy segment in the market. The sales made through the stores may not be its core business but it could significantly supplement the online store. The interaction of the customer with the employees' personnel could also serve as fostering goodwill among its customers to enhance its position in the market.

The brick and mortar presence is very important especially if the company is offering pricey tangible products where customer's need to see, test and have a feel of the actual product before buying it.