

That it should be compulsory for online retailers to have physical stores.

Junior Secondary Program: Round 3

Online retailers and physical stores represent two distinct ways businesses can provide goods and services.

Physical stores operate from brick-and-mortar locations where customers can physically visit to browse and buy products. They provide a tangible shopping experience where shoppers can see, touch, and try products before making a purchase. Physical stores offer immediate gratification, as customers can take their purchases home immediately and often receive personalized customer service from knowledgeable staff.

On the other hand, online retailers operate exclusively over the internet, allowing customers to browse and purchase through websites or mobile apps. These platforms provide convenience, allowing shoppers to compare prices, read reviews, and make purchases from virtually anywhere with internet access. Online stores are much easier to open and operate as they do not have any of the costs associated with a physical space, such as rent, electricity, or staffing.

Whilst online stores have significant benefits to businesses and consumers, they lack the benefits to the community that come from physical stores. Shopping strips with physical stores help to create a sense of community, boost sales for one another by sharing customers, and pay rates to local councils which support community projects.

Questions

A couple of key ideas to consider:

- Why would an online business NOT want to open a physical store?
- What are some of the differences for consumers shopping in store vs online?
- Are there some things consumers can only do in a physical store? Why are those things important?
- Where do physical stores source their products? What about online stores?
- Who do physical stores employ? What about online stores?
- What types of businesses might not be able to afford to open a physical store?
- Are there some services or products that can't be sold at a physical store? Or where a physical store would be very unnecessary?
- What does a customer need to have in order to buy something online? Does everyone have those things?



Resources

LS Retail - Why physical stores are still vital for retail

<https://www.lsretail.com/resources/why-physical-stores-are-still-vital-for-retail>

Entrepreneur - The Rise of Click and Mortar – Why Online Businesses Should Consider Opening a Physical Store

<https://www.entrepreneur.com/growing-a-business/why-online-retailers-are-opening-brick-and-mortar-stores/454550>

Shop Local UK – 10 Reasons Why

<https://shoplocaluk.org/reasons-why/>

Retail Minded – 5 Reasons Why Online Business is Better

<https://retailminded.com/5-reasons-why-online-business-is-better/>

Orbiting Web – 7 Top Benefits of Ecommerce to Startup Businesses

<https://orbitingweb.com/blog/benefits-of-ecommerce-to-startup-businesses/>



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