Evaluate the use of e-commerce in a ‘brick and click’ organisation

Bricks and Clicks

A brick and click organisation is when an organisation has both traditional stores and an online (e-commerce) store.

A brick organisation can be for example a supermarket, which has daily customers purchasing goods from their stores, being able to view items before they buy them, and using loyalty cards to collect points which tends to attract more and more customers back to the supermarket. Benefits of a brick organisation is that they can attract customers by having in-store discounts on specific items, for example in a shop like Currys, the store can put on sales to get customers to buy their products for cheaper, benefitting both the company and the customer, as the company is making money out of the customers, and the customers are leaving with cheap goods. Also customers have the benefit in customer service, interacting with the staff at the stores and also trying and buying, as well as being able to return their purchased goods.

A click organisation is an e-commerce business online, having customers shop online with different type of payment systems such as a debit card and placing orders for goods they are willing to purchase. By having an e-commerce website for a supermarket means that it is able to attract different and new customers to purchase goods, as well as having great offers of products they sell, discounted for the benefit of the customer. Click organisations benefit from the fact that they attract customers globally, being able to deliver to customers from all over the world. Also e-commerce website more often advertises discounts and sales that the organisation is doing, so this usually attracts more customers to order goods from their online store.

A successful Brick and Click organisation makes twice the profit as all the money is going to the company as a brick attracts customers which prefer to shop traditionally, wanting to view and pick exactly which products they’d like to buy, and a click also has a benefit as there are plenty of people which like to do online shopping, such as people who are too busy to shop or simply just prefer to have their products ordered and delivered to their homes. The way that a brick and click organisation can work is by having customers purchase goods at the traditional stores, and by having customers use the online store to order and purchase items that can be delivered to their homes (or even have them reserve items online to be picked up in-store).

Benefits for the customer

Customers who can benefit from a click organisation are customers such as busy people who work in companies with tight schedules and cannot afford to go out to shop at traditional stores. Bricks are benefits to customers that prefer to see exactly what they are buying, whether it is food or clothes, they’d like to see how fresh the item is or if the piece of clothing fits them before paying for products. Having both Brick and Click organisation benefits customers as they are able to compare prices they have seen in traditional stores to the online store, if one is cheaper than they can go for the cheapest, They are also able to reserve products online from the online store, and purchase them in the physical store. For example, if a customer were to be browsing for a laptop from the PC World website and were to have found the exact one that they wish to buy, they can add the item to their basket and request for it to be reserved in-store to be collected personally by them. Also another benefit of having a brick and click organisation is that when traditional stores come to their closing times, the e-commerce site offers 24/7 trading that allows a customer to shop at any time of the day, whenever they wish. Another benefit could be that it allows customers from all over the world to shop online on their website, having their goods being delivered to their homes.

Benefits for the organisation

A benefit of having a brick and clicks is that the organisations’ profits go up. The more the company advertises their e-commerce website, or continues to deliver successfully to customers, the more customers continue to use the website to shop online, and this brings in more and daily customers for the organisation. As some stores close at certain times, by having the e-commerce website means that the organisation is still able to process orders of customers, and get the orders delivered to their customers. The brick and click organisation benefits the fact that they attract customers globally, which means that they get orders from all over the world, rather from just where their stores are situated. Bricks benefit from daily customers that shop at their stores due to the fact that they like customer service, being able to interact with staff and having them direct them to items they try to find, and this can happen on an e-commerce site too, the website would have a search tool that gives the customer a quick way to find products that they want to buy, speeding up their shopping process. For both brick and click organisation, they both offer different types of payment systems that allow the customer to purchase their items, for example by debit or credit cards, cash and cheques. This is a benefit as it means that as the organisation accepts these types of payment systems, customers are able to purchase products in more available ways.