



Business Consulting Professionals



What's a business without trying new techniques and tackling more challenges? More often, we see an offline store going online or entering the e-commerce world. But, how many times have you observed an online store willing to start an offline store? O2O (Online-To-Offline) business strategy is the new trend among big companies. The world's largest e-commerce company-Amazon is also set to go O2O. Along with this, Google has also decided to choose this model as a customer-driven approach.

It was in 2015 when Amazon launched its physical books store. And now, in 2021, Bezos's company is willing to create more offline stores for other products as well. The overwhelming response to the book stores (offline) would have given the kick to the idea of proceeding further with more offline stores. But, this does not mean that Amazon is going to shut down its online business. Instead, Amazon will act as a mixed advantage for its customers. Google of Alphabet Inc. is also set to serve its customers with physical stores along with the e-store.

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