



WORKSHEETS – GUIDELINES AND TOOLS FOR INTEGRATING YOUR BRICKS AND MORTAR PRESENCE ONTO YOUR INTERNET SITE

INTRODUCTION

We have developed the following guidelines to aid in the development of a consumer-centric Internet that embodies all the key features of the physical store.

These focus on three main points. First, what are the practices in the physical store? Second, what are the practices on the Internet? And third, are the two media similar, and if not, why not?

Instructions: Spend some time in competitors' physical stores and on their Internet sites and think about the differences and similarities between their practices and yours.

Answer the following twenty questions, which focus on elements required to create a successful integration of your Internet site and your physical store. Some of these answers require simple yes/no answers, while others may require more qualified responses. For those questions that require you to take into account your competitors' strategic thinking, feel free to hypothesize wherever you think necessary.

Upon completion, email your responses to Stages of Innovation at info@stagesofinnovation.com.

One of our associates would be happy to suggest ways to combine your bricks-and-mortar presence with your Internet site more effectively and efficiently.



Question	My Company	Competitor Company	Competitor Company	Competitor Company
1. What is the URL of the business's Web site? Is this in keeping with the name of the physical store? If not, why not?				
2. Have nontraditional, innovative means been used to recreate the experience of the physical store on the Internet site?				

Question	My Company	Competitor Company	Competitor Company	Competitor Company
3. How is customer service handled in the physical store? Could it be considered Proactive? Reactive?				
4. How is customer service handled on the Internet? Instant messaging? E-mail? Toll-free numbers?				



Question	My Company	Competitor Company	Competitor Company	Competitor Company
5. How closely does customer service within each medium relate to one another?				
6. What means of creating awareness of the Internet site (e.g. placing the Web address on shopping bags) is used in the physical store?				

Question	My Company	Competitor Company	Competitor Company	Competitor Company
7. What benefits are stressed to entice the consumer to shop online? Product price? Shipping policies? Other?				
8. How is the consumer made aware of these benefits?				



Question	My Company	Competitor Company	Competitor Company	Competitor Company
9. Does the Internet site try to recreate a feeling of walking through the physical store?				
10. Would the business benefit from creating a virtual map of the physical store online? If not, why?				

Question	My Company	Competitor Company	Competitor Company	Competitor Company
11. What different types of information (e.g. about products, about the company, etc.) are presented on the Internet?				
12. Wherever possible, does the information presented appear to be unbiased and educational?				



Question	My Company	Competitor Company	Competitor Company	Competitor Company
13. How does the Internet site try to make up for the fact that consumers cannot physically touch or hold products?				
14. Are returns accepted in the physical store for items purchased online? If not, why not?				

Question	My Company	Competitor Company	Competitor Company	Competitor Company
15. How is price consistency maintained between the Internet and physical store?				
16. Are the site and the physical store one integrated business entity, or are they maintained separately? Why?				



Question	My Company	Competitor Company	Competitor Company	Competitor Company
17. What, in your opinion, is most significant with regard to the consumer's in-store experience?				
18. How is this aspect of the in-store experience recreated on the Web site?				

Question	My Company	Competitor Company	Competitor Company	Competitor Company
19. In all, is the transition between the physical store and the Web site as seamless as possible? Explain.				
20. In all, how empowered are consumers on the Web site? Can they easily navigate the site and find what they are looking for? Can they move around easily? Explain.				



It starts with an idea

stages of innovation

About Stages of Innovation

Stages of Innovation helps companies achieve their growth objectives through new products, sales and channel development, and through the buying and selling of businesses. You can reach us via the web at www.stagesofinnovation.com.