

Future Trends in Multichannel and Omni-Channel Retailing: Implications for Businesses and Consumers

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Abstract: *The primary goal of this paper is to examine the challenges posed by the proliferation of distribution channels, known as multichannel, on both Marketing and Logistics. It delves into concepts that underscore the need for tools to streamline processes, minimize inefficiencies, and meet consumer demands, thereby providing competitive advantages for organizations. Multichannel operation revolves around prioritizing the customer in distribution efforts, striving to make products available across numerous channels while ensuring integrated information and consistent purchasing experiences. In essence, the paper introduces the concept of Omni-Channel, which seeks to integrate various channels—both physical and virtual—to cater to consumers who seek prompt responses and diverse retail options. Ultimately, the aim is to demonstrate how the integration of Marketing and Logistics activities serves as a strategic tool for achieving entrepreneurial objectives.*

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