

# Click-and-mortar

The term „**click-and-mortar**“ defines a business model, where a company combines both offline and online activities for doing business with its customer. Derived from the term “brick and mortar”, which stands for the construction material of physical shopping stores (in contrary to the digital online stores), it describes mainly the efforts and activities of conventional companies to stay competitive with the strong players of **E-Commerce** (e.g. [www.amazon.de](http://www.amazon.de), [www.ebay.de](http://www.ebay.de) or [www.zalando.de](http://www.zalando.de)) by offering their own online distribution channel (e.g. Media-Markt, Conrad Electronics, A.T.U., Hagebaumarkt)

## Examples for click-and-mortar

- Media Markt: [www.mediemarkt.de](http://www.mediemarkt.de)
- Conrad Electronics: [www.conrad.de](http://www.conrad.de)
- Hagebaumarkt: [www.hagebau.de](http://www.hagebau.de)

— *Stefan Müller* 2012/04/16 23:57

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