**The Impact of Internet on Store Retailing**

After reviewing several aspects relating to the retail industry, I realized that the emergence of emergence of web-based technologies has facilitated new, diverse and numerous changes in the retail industry. Therefore, my term paper will relate what I have studied and learnt to the use of Internet in the retail industry. I will include particularly analyze and synthesize information relating to two most prominent retailers, Wal-Mart and Tesco. Therefore, the Internet has considerably affected the industry than any other development. The following is an outline that will be used to analyze and synthesize information regarding the impact of the Internet on Store Retailing.

1. **Introduction**
	1. *Purpose of the Study:* The purpose of this study is to determine the implementation of what I have learnt in class and ultimately contribute to the development of firms in the retail industry. I hope to create increased awareness of the uses of the Internet either to customers, employees and management.
	2. *Significance of the Study:* This study is very important to a number of people including customers, employees, industrial players and employees.
	3. *Definition of Critical Terms:* After researching, I found that the terms requiring definition or explanation to be; Intranet, extranet, e-commerce, e-business, sell or buy e-commerce, display advertisement, viral marketing, email marketing, and affiliate marketing.
	4. *Preliminary Bibliography*: this section will be done since this paper will produce a number of references for the given term paper. I have listed a number of references that will be used to analyze the retail industry and determine the use of retail industry
2. **Background Information**
	1. *The Evolvement of Retailing in Relation to the Internet*: I have to find a comprehensive history for the use of the Internet in retail marketing, shopping, and evaluation.
	2. *Pros and Cons of Internet Impact on Retailing:* It is clearly evident that TESCO and Wal-Mart have succeeded due to the implementation Internet marketing systems. However, since no one has ever evaluated the negative part of using the Internet, I will evaluate the cons of the Internet and present a clear picture of Internet negativity.
	3. *Types of Online Retailing:* This includes superstores, metro stores, malls, hypermarkets, and supermarkets. I will also analyze how they implement the use of digital technologies in facilitating sales, product development and service excellence.
3. **Literature Review**
	1. *Review Theoretical Framework:* This will include the theory of marketing, Internet marketing, Muppet theory, and others that will emerge in the process.
	2. *Empirical Framework*: I will fabricate a questionnaire consisting of strategically placed questions to collect firsthand information from the given companies.
4. **Analyzing Information and Data**
	1. *Implication on Retailers and Brands:* This is the most critical section of the paper since it presents information regarding the effect of Internet on marketing and product development.
	2. *Analyzing the Competitive Strategies in the Online Industry:* This is the information that contains the impact of Internet on creating competency in different section of the company.
	3. *Current Perceptions of Online Retailing:* Internet marketing and shops are affiliated to several psychographic aspects externally and internally. Therefore, I have to evaluate people ‘s attitudes and interests concerning the use of the Internet.
	4. *Current Trends Regarding Internet Retailing:* The Internet has influenced current developments that are evident in the company strategies, business models, product fabrication, and promotional strategies. I need to evaluate these trends so that I can realize Internet contribution to firms’ development and growth.
	5. *The Opportunities Presented by the Internet:* Digital technologies have led to the development of online based retailers without physical stores for hence it presents numerous prospects for enormous companies and small firms.
5. **Recommendations**
	1. *Providing Necessary Tools for Increasing Competitiveness:* There are tools necessary for increasing the efficiency and effectiveness of digital technologies. I will recommend the necessary hardware and software for particular segments of the company.
	2. *Discredit Contemptible Strategies:* My term paper will identify unnecessary or ineffective technologies used by Tesco and Wal-Mart and instead recommend new technologies that can be used to counter competition.
6. **Conclusion**
	1. *Provide an Analytical Summary.*
	2. *Determining the Fulfillment of the significance and Purpose of the Study.*

The following are the references that will be used in making a strategic term paper regarding the selected topic.

# References

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