

# **Omnichannel strategies in retail and telecom industries: Impact of digital on stores**

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## **Abstracts**

The report describes the concept of omnichannel and its major trends with a focus on retail and telecom industries.

It presents key omnichannel initiatives implemented by retail and telecom companies and provides a benchmark of such initiatives by selected players.

The study also analyses the strategies of e-commerce players opening physical stores.

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