Retail Innovation Shout Out: Amazon is “Popping Up” in NYC

by Molly MacNeil

As the holidays approach, retailers are focusing on customer experience innovations by providing consumers with new ways to shop for their merchandise. Amazon, the e-retailer known for having no brick-and-mortar stores, is opening up its first pop-up shop in New York City.

The store will be temporarily opened for the holiday season in the very busy Midtown, Manhattan. The store will act as a mini-warehouse to encourage same-day delivery, product returns and exchanges, as well as pick-up for orders that were purchased online. It will also function as a distribution center for couriers.

Amazon is taking a big risk by opening up a store in this prime location. The cost of rent, paying employees, and managing the inventory has been avoided in the past. However, there are many examples of how ordering online and picking up at the store location has proved very successful by other retailers. The Home Depot and Wal-Mart have offered this service for years, making it a more efficient shopping experience for customers.

Could this be the start to Amazon infiltrating the brick-and-mortar market?

Source: http://online.wsj.com/articles/amazon-to-open-first-store-1412879124

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