



The  
**Science**  
of  
**EDGE**

THE KNOWLEDGE TO MASTER THE NEW SUPPLY CHAIN

# Four Perspectives On Taking The e-Commerce Plunge

Track 1 Session 6

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# Abstract

**The e-com club has a variety of members from "all-in" pure players, multi-channel "testers" to the "wait and see" group. In this panel of profound retailers we will hear various perspectives, theories and observations that will be valuable as you start or tune your own on-line strategy. We will hear how timing, profit, customer demand and peer pressure all drive a company's speed and infrastructure....or not.**

# Agenda

- **Panel Discussion**

- e-Commerce Effect on Business Model
- Strategic Opportunities
- e-Commerce Trends
- Lessons Learned
- Solutions

- **Key Takeaways**

- **Questions**

# Panel Discussion



# Key Takeaways

- **Latest Trends in the e-Commerce Industry**
  - Consumer Behavior
  - DC Operations
  - Business Growth
  
- **Future of e-Commerce Supply Chain**

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**Questions**



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