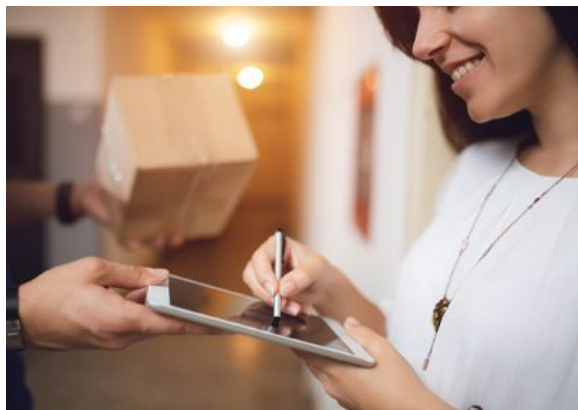


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“Customers are increasingly making purchasing choices based on how, when and where they will receive orders made online.”

– **Nick Carroll, Associate Director of Retail Research**

This report looks at the following areas:

Therefore how retailers fulfil orders, and process returns, must be viewed as not simply something that happens ‘after the sale’ but as important to the decision-making process as more traditional purchase triggers.

- **The need to make online more sustainable**
- **Tackling the returns problem**
- **In-home delivery, the next step?**

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