

## Brainstorming for search terms.....

<u>Concept</u>	<u>Concept</u>	<u>Concept</u>	<u>Concept</u>	<u>Concept</u>
clicks and mortar	pure clicks	e-tail	outlook	<b>specific indst'y</b>
clicks and bricks	pure e-tailers	e-tailer	forecast	or area, e.g. ,
	pure e-tailing	e-tailers	future	
	pure online	e-tailing	trends	banking
	pure electronic	e-retailer		travel
	retail	internet retail		bookstores
	pure e-commerce	online retail	profits	mortgages
	pure electronic	virtual retail	sales	
	commerce		revenues	
	clicks		competitive	
	dot com		threats	
	dot coms		opportunities	
	internet companies		strengths	
	internet firms		weaknesses	
	pure play		versus	
	pure players		comparison	
			compare	

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### *More general:*

e-commerce  
 electronic commerce  
 b2c  
 business to consumer

retail  
 retailers  
 retailing

dictionaries, encyclopedias, handbooks related to retail

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### *Other players*

bricks and mortar  
 traditional retailers

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### *By the way:*

Associations or orgs, eg.: Retail Council of Canada, etc. Research firms

Govt orgs, e.g.: Statistics Canada, Industry Canada Strategis website; Toronto Economic Office; Canada Business Service Orgs, etc.

Representative companies: e-bay; Royal Bank