

Video 3- Online shops versus brick-and-mortar shops.

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### Transcript

(Voice over) Each day Jimmy Blum's store turns into a drop-off point for packages from his online competitors.

He accepts delivery of the parcels for his neighbours when they're not home.

(Jimmy Blum) : « It makes me sad when packages arrive and I see people have ordered things that are for sale in our own building. Nice things that are available here for the same price, or even cheaper. It's quite depressing. »

Blum has been selling gently-used name brand clothes for 14 years. Though there are bargains to be had, he's losing business to online shops. And some customers have no scruples.

(Jimmy Blum) « We have some brazen customers, they try on things, photograph them in secret and use our shop as a showroom. Then they think they can get the stuff cheaper on the Net, which really isn't true. »

Jimmy Blum's store is located in Hamburg's Heimblick district (???) district. It's not far from the city center. The area is home to many academics and it boasts many smaller shops. The question is : for how much longer?

Local residents are divided on the issue of online shopping.

(man in the street) « It's become a trend in our family. My wife and my daughter like to shop online. Because it's practical. »

(lady 1 in the street) « It's convenient. You sit on a couch, surf a bit, make a few clicks, pay and it's delivered. »

(lady 2 in the street) « I gather info online and see what's available but I don't buy things there. It's better to buy them in stores. Sending packages back and forth gets on my nerves. And there's no need in the city. »

Jimmy Blum says a few stores in his neighbourhood have closed for good. They couldn't compete with online shops. Until a few months ago an acquaintance of his ran a children's clothing store here.

(Jimmy Blum) : « It's sad. For 6 years she operated a nice shop with lots of love. She was friendly and active in the community. But it was a losing battle and she gave up. She didn't lose her shirt but she knew there was no future in that. She's returned to her former profession. »