

# Retail vs Service vs Online Model Selector

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Compares electronics business models — multi-brand vs exclusive-brand retail, adding a service centre, and online-plus-offline — on margin, competition-resilience, capital and capability, and recommends the fit given e-commerce pressure. Use it to choose direction. For setup use the Electronics Business Setup Guide.

## Purpose of this tool & output

Choose the right electronics business model

## How the output is used

Use it to choose the right model — retail, service, online or a mix — against your capital, skills and market.

## Important cautions

Pure product retail is squeezed by e-commerce; models with service, finance, extended warranty and strong local trust/relationships are more resilient and profitable. Choose accordingly.

## Companion documents

- Electronics Business Setup Guide
- Electronics Business Plan
- Brand Dealership Acquisition
- Location & Catchment Analysis
- Store & Service Organisation Planner
- Store Brand Positioning

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.