

Internet vs. The high street brand

Is it good that high street brands such as Blockbusters and HMV?

Many of the high street brands such as Blockbusters are facing bankruptcy and online businesses such as Lovefilm are benefiting from it by getting all their customers. All this is not a rapid process and takes a long time and won't happen overnight, lots of people think that we should start going back to the main high street shops. Other people think it is good that people are going from the high street brands to the internet. All this leads to another problem which is the shortage of jobs in England, in blockbusters alone 760 jobs are going to be cut.

Specialists are calling this year's Christmas "The worst Christmas period on the high street in living memory". One in every nine shops stands empty and approximately only 40% of our shopping actually is done in Britain's 5,400 high streets and similar shopping areas.

To summarise blockbusters and other major stores like HMV are facing bankruptcy while online movie rental companies such as Lovefilm are gaining from it. To conclude lots of high street brands are facing bankruptcy.

BY: Alexander Stewart