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## What Does Amazon's Retail Expansion Mean For Vending Operators?

GOSHEN, NY -- Vending operators should pay close attention to Amazon.com's apparent plans to expand its business through brick-and-mortar retail locations, advised Paul Schlossberg of [D/FW Consulting](#).

The Seattle online retailer was granted a patent last month for a building design that looks like a small store. The patent is for the "ornamental design for a building structure" and its application was filed Oct. 31, 2007, listing Seattle's Michael Ausich, Peter Stocker and Stephenie Landry of Seattle as inventors. For more on Amazon's building patent, see TechFlash [here](#).

"Will the successful 'clicks' company now become a successful 'bricks' company -- with retail stores?" asked Schlossberg, who sees the possibility of retailers like Amazon deploying automated shopping solutions. "Automated convenience stores are already up and running in many countries, including the U.S., where vending solutions dispense iPods and other high-tech products selling for \$200 or more," he observed.

Retailers could deploy technology, using a cashless system, to make the shopping experience fast and easy, Schlossberg added. "The lessons to be learned are clear: Don't be limited by the strict boundaries of the business you're in today," he said. "Find new ways to reach the shoppers you serve. Amazon might soon be leaping from your computer screen to a location down the street."