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Buy Online and Pick Up In-store: Design of the Service Area

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Highlights

- A physical store fulfills orders for both online and offline customers.
- We propose the strategy for deciding the buy-online-pick-up-in-store service area.
- We provide retailer a guideline for judging the product type for in-store pickup.
- We ascertain the impacts of order cancellation policies on the optimal decisions.
- We prove the superiority of reserve-online-pay-in-store mode over in-store pickup.

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