



INFORMATION TECHNOLOGY IN RETAILING

Retail management



WHAT IS RETAILING ?

“The set of business activities that adds value to the products and services sold to consumers for their personal or family use.”

ADVANTAGES OF IT IN RETAIL:



Development of market



Linkage with manufactures



EDI



Product identification make simple



Data mining



Inventory management



Co-ordination among staff



Additional facilities

IMPORTANCE OF IT IN RETAIL:



IT as Key
enablers



IT as Enabler for
Database



IT in supply chain
management



IT in purchasing
managements



IT in forecasting
Demand



IT in inventory
management

LIMITATIONS OF IT IN RETAILS



Implementation expenses



Job elimination



Security gaps



Internet security issues



privacy

APPLICATION OF IT IN RETAIL

EDI (electronic
data
interchange)

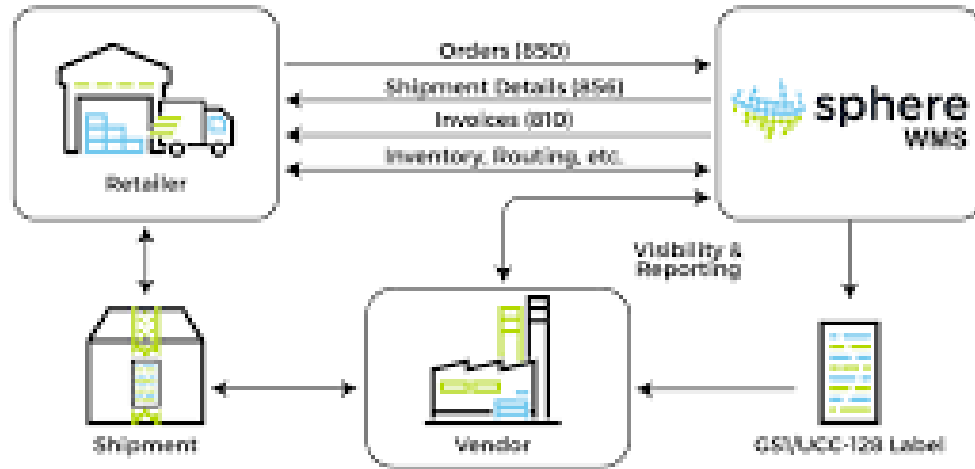
RFID

BAR CODING

ELECTRONIC
SURVEILLANCE

ELECTRONIC
SHELF

Retail EDI Integration



EDI (ELECTRONIC DATA INTERCHANGE)

Electronic Data Interchange (EDI) is the electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper. Business entities conducting business electronically are called trading partners

ing der RFID-gestützten Filialpl



Radio-frequency identification (**RFID**) uses electromagnetic fields to automatically identify and track tags attached to objects. An **RFID** tag consists of a tiny radio transponder; a radio receiver and transmitter.

RFID TAGS



BAR CODING

Bar coding is an automatic identification technology that allows data to be collected rapidly and accurately from all aspects of a company's operations, including manufacturing, inspection, transportation, and inventory elements.

ELECTRONIC SURVEILLANCE



Electronic surveillance is the monitoring of a home, business, or individual using a variety of devices such as CCTV, legal wiretapping, cameras, digital video equipment, and other **electronic**, digital, and audio-visual means.



ELECTRONIC SHELF LABELS

An **electronic shelf** label (ESL) system is used by retailers for displaying product pricing on **shelves**. The product pricing are automatically updated whenever a price is changed from a central control server. Typically, **electronic** display modules are attached to the front edge of retail shelving.



THANK YOU