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E-Content BCH-604 : Retailing Management

Lecture 10

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E-tailing

- Electronic retailing is the sale of goods and services through the internet.
- Electronic retailing, or e-tailing, can include business-to-business (B2B) and business-to-consumer (B2C) sales of products and services, through subscriptions to website content, or through advertising.
- E-tailing requires businesses to tailor traditional business models to the rapidly changing face of the internet and its users.

Advantages And Disadvantages of E-tailing

Advantages

- Wider reach
- Helps understand consumer behaviour
- Convenience
- Efficiency

Disadvantages

- Expensive
- No physical shopping experience
- Privacy Issues
- Unfamiliarity

IT in retail

- **Advantages**

- Collection of data
- Efficient stocking of merchandise
- Efficiency in operations
- Helps communication

Disadvantages

- Implementation expenses
- Security breaches
- Unemployment and lack of job security

Electronic Data Interchange

- **Electronic Data Interchange (EDI)** is the **electronic interchange** of
 - business information using a standardized format;
- It's 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.
- A key benefit of EDI to the retailer is the reduction, or elimination, of manual processes.
- eliminating the data entry task EDI allows costly resources (manpower) to be dedicated to other critical functions increasing productivity and reducing costs.
- EDI can increase the accuracy of orders, invoices, and shipping notices (on average) by 20 percent or more.

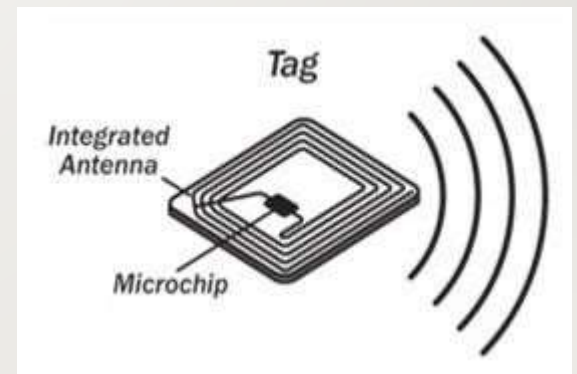
Bar coding

- A bar code is a series of narrow and wide lines printed on a label or tag.
- Each bar on the label represents a character for a "bar code reader" to interpret.



Radio Frequency Identification (RFID)

- Radio-Frequency Identification (**RFID**) is the use of radio waves to read and capture information stored on a tag attached to an object.
- A tag can be read from up to several feet away and does not need to be within direct line-of-sight of the reader to be tracked.



RFID

- **RFID tags** are **used** in many industries, for example, an **RFID tag** attached to an automobile during production can be **used** to track its progress through the assembly line; **RFID**-tagged pharmaceuticals can be tracked through warehouses; and implanting **RFID** microchips in livestock and pets allows for positive identification.

