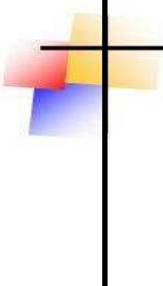
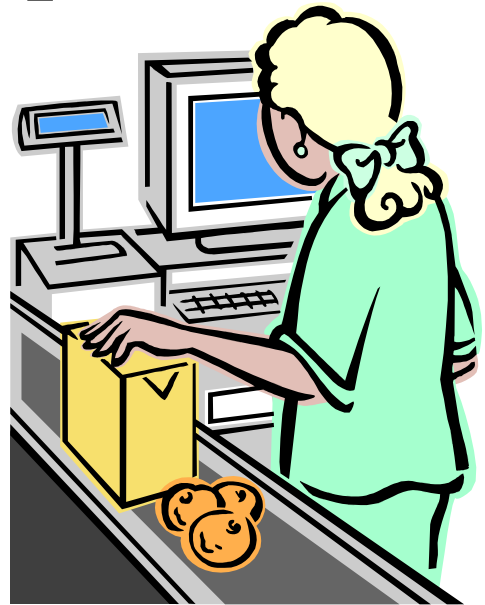


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# Web software application for Shop Chains



Web software  
application for  
**Shop chains**



## The system

This application software has been designed to solve and manage all problems linked to shop chains.

Every single shop can be managed and seen by the head office as a simple "workstation" and also every single shop can be in touch with the others.

The system allows the head office to check and supervise every shop and "push" sales using powerful instrument to

- ✓ record personnel attendances
- ✓ count visitors in the shop
- ✓ loyalize customers

Basic structures of the system are

- ✓ the connection between
  - shop-head office
  - shop-other shops (if possible)
- ✓ the barcode
  - barcode tag
  - barcode reader

These connections are fundamental to allow the exchange of information between the different shops and the head office: the shop can consult "items, prices, promotions, availability, and so on" in the head office and at the same time the head office can consult "sales, stocks, requirements and so on" in every single shop. Shops can also display the available stocks of specific items in other shops.

The barcode tag, stitched on the box (package, pallet and so on) or on the shelf where the item is placed, identifies univocally the physical object (item) and the "electronic" one (its code). This link "item-code" is the core part of the system and it allows the company to

- ✓ reduce operator errors
- ✓ reduce the operational time to serve customers

The barcode tag is read when materials come into the warehouse and then they are automatically loaded. Later on it is read for the retail sale and materials are automatically unloaded from the warehouse.

Operators have not to be IT experts: they must only "read" barcode tags on the items with a device directly connected to the cash register. Your current software structure is completely saved and this system can be "attached" to it so that operators can start to use the system very quickly and easily.



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## Instruments

This software application takes advantage of the following instruments considering both corporate targets than problems

- ✓ item identifiers:



(bar code)



(tag)

they display codes assigned to "real" items in the warehouse. In this way codes are not manually inserted (but they are "read" by specific instruments) and that avoids both wastes of time than errors

- ✓ "bar code" printers:



they print barcode tags in case they are missing on items. Operators can print tags also in case the original one is damaged or has been removed

- ✓ "bar code" readers:



they read barcode tags on items and they allow the automatic management of the warehouse. Operators can take the stock very easily, moving through all different shelves, reading the different barcodes and digiting quantities in stock

- ✓ radiofrequency "bar code" readers: they are different from the previous one since they are connected in radiofrequency in real-time to the central system. For this reason they allow operators to issue delivery notes directly from the warehouse, to take the stock as well as display electronic stocks and so on.



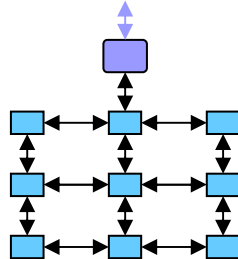
- ✓ "bar code" readers connected to the cash register: they read barcode tags on goods when they come out of the warehouse. Since they are connected to the cash register, operators can issue receipts too.



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✓ *information structure:*



using all information recorded by all the different devices, the system collects and process corporate information, giving solutions to the problems previously explained and that belong to people involved in the integration (shops, the trading company, the administration and the management).

✓ *fidelity cards:*



fidelity cards link the customer to the shop or to the shop chain. It identifies univocally the customer and it allows him to get special discounts, information about promotional campaigns or special prices when the customer reaches specific results.

✓ *visitors counter:*



this instrument counts all incoming and outgoing people in and from the shop. The system records both the number and the time of entrances/exits. Recorded information are important to analyze visitors for every single shop.

✓ *videocamera:*



this instrument allows the management to check people and their activities in the shop. Video streams are recorded and they can be monitored in real-time by specific workstations.

✓ *presence sensor:*



this instrument in the shop records people who come in and out of the shop and also the entrance and exit of employees who work in the shop. Recorded data are fundamental to analyze people habits.

✓ *connection:*



through the Internet all different information areas and shops are connected in real-time the one with all the others.

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## Benefits

This software application rationalizes all activities connected to elevator trucks and it allows operators to

- ✓ *no need of "data rewriting"*: information are electronically collected on handheld terminals supplied to operators so they are that are no more written on a piece of paper but that are transferred directly to the "central system" with no need of a further data rewriting by people in the head office
- ✓ *no errors*: the fact that information do not need to be copied by different people avoids errors. Moreover needed information are suggested by the handheld terminal and this limits strongly final errors. Handheld terminals and barcodes allow operators to check constantly their activities.
- ✓ *no wastes of time*: the fact that information do not need to be copied by different people avoids wastes of time. Moreover information are suggested by handheld terminals and that limits strongly wastes of time. Automatism in the information system such as contracts, interventions, availability,.... avoid both manual searches than unuseful wastes of time.
- ✓ *no manual checks*: handheld terminals allow prompt checks on information collected by agents. Further checks can be performed in the head office as well.
- ✓ *minimize retail sale times*: operators or customers collect the requested items passing through the shelves and once at the desk they identify them, digitizing their quantity if it is higher than one. The system issues automatically the receipt
- ✓ *minimize time needed for material request*: usually operators evaluate by sight what needs to be ordered. With the barcode reader, they can identify the item, digit the requested quantity and then automatically issue material requests
- ✓ *minimize time needed to take the stock*: operators can take a complete or partial stock of the warehouse whenever they want since they can display a possible stock on their handheld terminals and change it in function of the real one.
- ✓ *improve operator productivity*: automatism in the information structure make operators more confident and productive and so they are less subject to errors or wastes of time
- ✓ *check employees and customers in the shop*: the recording of attendances allows the head office to check entrance and exit time of employees from the shop and to get automatically all needed



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information to issue paychecks. A "visitor counter" allows the shop manager to check how many potential customers came into the shop and when. These information can be compared with sales in function of time, too.

- ✓ *customers fidelization*: with a fidelity card the customer is connected to the shop or to the shop chain considering discounts, promotions and customized prices.

For these reasons, the system allows the company to

- minimize errors and times
- reduce costs
- improve the customer service



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## features

Principles followed in the design and implementation of this software application are

- it must be suitable for different corporate realities
- it must be user friendly
- information must be consistent

For this reason it has the following modules:

- ✓ *internal barcode*: this instrument manages clearly different barcodes for the same physical item
- ✓ *markup from purchase list to sale list*: the system manages algorithms that calculate automatically the sale list considering changes in the purchase list and not changing the gross contribution margin
- ✓ *fixed purchase terms when the list changes*: this instrument manages fixed terms in function of the dynamic trend of the list
- ✓ *fixed sale terms when the list changes*: this instrument manages static terms in function of the dynamic trend of the list
- ✓ *different lists and terms of sale in function of business logics*: this instrument manages different types both of lists than terms in function of different business logics
- ✓ *consultation of different warehouses*: every shop can consult the stocks available in the other shops if it is authorized to. In this way shops can directly request missing items for customers if they are available somewhere else.
- ✓ *supply requests*: every shop can send a list of materials/products required to the head office. The system can then issue a single supplier order with different deliveries in function of the requests issued by the different points of sale
- ✓ *integration with recording devices*: the system can be connected to devices like the one to “record attendances”, “record entrances”, “record fidelity cards” for the integration of information recorded by the corporate information system.

COMPANY WITH QUALITY MANAGEMENT  
SYSTEM CERTIFIED BY DNV  
= ISO 9001:2008 =

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Share capital € 50.000 fully paid-up

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## configuration

✓ platform

operating system: Windows, Linux, Sun Solaris™,

