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I. Part 1 :- Study of Retail Atmospherics of the following :-

a) Name of the store :- D-MART (Hypermarket)

b) Interior Atmospherics of the store :-

D-Mart (Kalyani Nagar) has all different sections of apparel, vegetables, cereals and pulses, dairy products and toiletries. The store uses white-bright lighting in its interior.

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PART II - STUDY OF IT/ADVANCED TECHNOLOGY USED IN RETAILING

→ BARCODING (UNIVERSAL PRODUCT CODE) AND RFID (RADIO FREQUENCY IDENTIFICATION)

→ A UPC, short form for universal product code, is a type of code printed on retail product packaging to aid in identifying a particular item. It consists of two parts - The machine-readable barcode which is a series of unique black bars, and the unique 12-digit number beneath it.

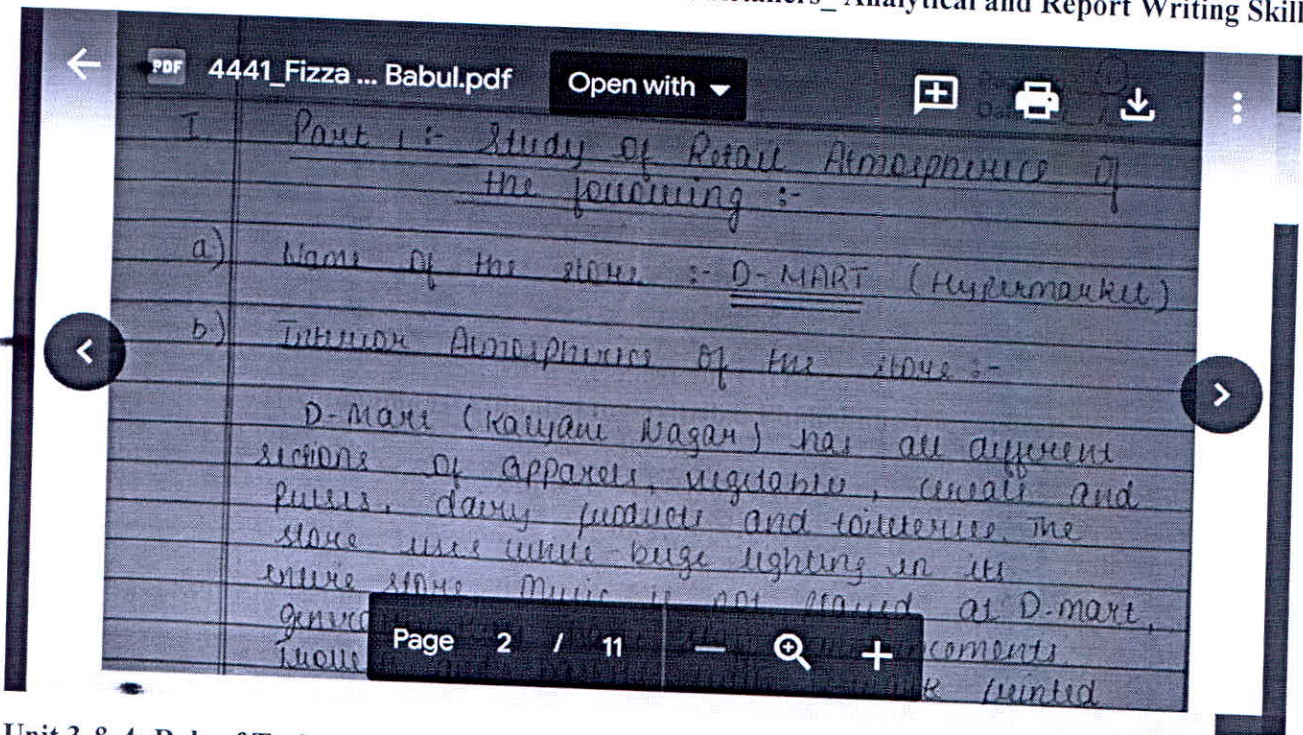
The purpose of UPCs is to make it easy to identify product features, such as the brand name, item, size and color, when an item is scanned at checkout. In fact, that's why they were created in the first place - to speed up the checkout process at grocery stores. UPCs are also helpful in tracking inventory within a store or warehouse.

To obtain a UPC for use on a product a company must first become a member of the International Standards Organization.

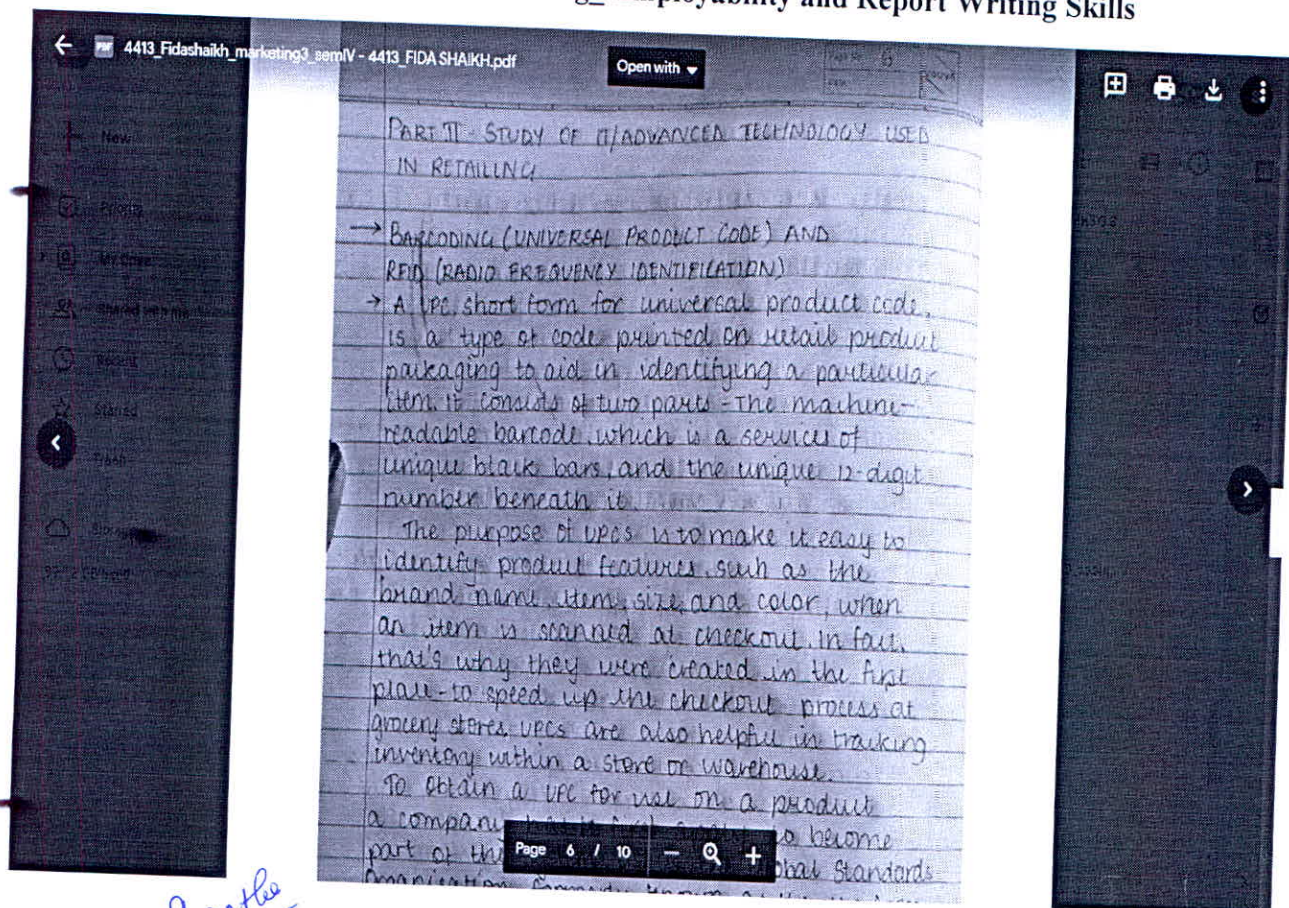
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Unit 1: Case Study of Retail Atmospherics of various Retailers_ Analytical and Report Writing Skills



Unit 3 & 4: Role of Technology in Retailing_ Employability and Report Writing Skills



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