

Mobile Stop in Shop (mSIS)

Shop in Shop

In retail business this concept is used when brand owner\franchisee takes space in a department store and fits it out to provide selling space to show its products. There are benefits to both, brand owners\franchisee and the department stores (e.g. shared costs, shared marketing and demand-generation, and speed to market).

Problem Statement

The owner\franchisee of the brand is not able to place their own POS at the store. All sales transaction are registered on the department store POS and the owner\franchisee of the brand relies on sales reports provided the following day or in some cases a few days later. To reconcile with the reports provided from the department stores, owner\franchisee of the brand would have a person in charge at the store to record manually on paper the sales items and transmit the information by fax or electronically. The process itself has its setback as it involves manual recording.

Problem Resolution

PT Sysbit Solution Indonesia (SSI) was asked to provide a solution for the above problem which was affecting Pt Mitra Adiperkasa (MAP) store in store operations in Thailand. SSI evaluated the problem and suggested the use of a mobile device to record the sales and do FTP data transfer to the head office at the end of day. This solution was tried out but there were inaccuracies in the data recorded with the wrong SKU codes being entered into the device. It was also difficult to enter the data fast enough into the mobile device and at same cope with customer traffic.

SSI went looking for a mobile device that had the functionality of a mobile phone, enough storage and had an inbuilt barcode scanner. SSI found that TC25 devices from Zebra corporation fit the bill and was rugged enough to sustain clumsy handling of the device.

Front End

SSI wrote an Android App to be used on the device and partnered with Zebra corporation to provide the following frontend functionality on the device.

1. Recording of sales by scanning on the barcode of the item.
2. Recording of sales by searching from a list of available items stored on the device when there is no barcode or damaged barcode on the item.
3. Recording of Sales return
4. Recording of Good Received by scanning on the items arriving at the store
5. Recording of Good Dispatch to warehouse from the store.
6. Display of normal price and sales promotion price to do spot price checks.
7. Display of inventory levels of the items in the store.
8. Transmitting Sales, Sales Return, Good Received and Dispatch to a cloud server at any one time or multiple times a day.

Backend

SSI developed API's for a Cloud server to:

1. Receive Sales, Sales Return, Good Received and Dispatch documents at any one time or multiple times a day from the mobile devices.
2. Integrate with the inhouse ERP system to send Delivery orders to the devices.
3. Provide sales and inventory reports.
4. Provide sales financial reports

Google Playstore

The app is available in Google Playstore. There is no visitation to the stores required to install or upgrade the versions. All installs and upgrades are done via Google Playstore.