

GetFreshFood Proposal

TEAM 4

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Challenges & Frustrations



Technology
Integration &
Automation Strategies



Short Term &
Long Term Goals

Challenges

Customer



- Lengthy Checkout Time
- Wrong Price Labels
- Lengthy refund/exchange process

Manager



- Discrepancies in sales/ inventory
- Lengthy report generation process

Storeman



- Conducting manual stock checks
- Updating forms manually

Cashier



- Keying in product code and price manually

Promoter



- Updating price tag manually
- Checking for expired/damaged shelf products

Branch Manager's Persona



**"To handle yourself, use your head
To handle others use your heart"**

Age: 43

Position: Branch Manager

Status: Married

Location: Singapore

PROFILE

Edward has been with GetFreshFood for almost 10 years. Prior to being a branch manager, he has worked in different positions in the grocery industry. So he is very familiar with supermarkets operations.

Currently, many tasks are performed manually and this takes up much of his time.

He believes that a good IT solution will ease his routine tasks such as tracking daily and weekly sales, loss of sales reports, etc... Hence, helping overall operations to run smoothly.

PRIMARY USE

- Update product pricings
- Review weekly sales results of all products
- Check end-of-day sales records
- Write loss-of-sales report

GOALS

- Minimize loss of sales
- Ensure daily operations run smoothly

METRICS

Tech Savviness (3/5)



Teamwork (3/5)



Productivity (4/5)



Domain Knowledge (4/5)









PAIN POINTS

- Having to review weekly sales results of all products in order to classify them.
- Having to write a loss-of-sales report to explain discrepancy between cash collected & sales records








INFLUENCERS

- Centralized system to update product prices
- Product form can be updated and accessed from a centralized system
- Dashboard to view sales figures by various data visualization charts









Branch Manager Journey Map

Stages of Journey	Morning Routine		Evening Routine		
Activities	Change pricing of products according to instructions from supermarket owner 	Classify the products by their weekly sales volume 	Oversee the closing of the supermarket for the day 	Check the end-of day sales report 	Write a loss-of-sales report to address any discrepancies 
Feelings					
Very Happy					
Overall Satisfied					
Unhappy					
Experiences	Annoyed that he has to fill in the product form	Tedious to tally the sales for every product	Happy that it is the end of the work day	Annoyed that it's a tedious process to manually tally sales with cash collected	Unhappy that he has to explain why there is a discrepancy in the report
Customer Expectations	Way to automate the product pricing update	System to automatically tally the product sales	Staff can perform the daily closing of supermarket with minimal supervision	Way to automate the tallying process	Way to automate collection of cash payments so human error is eliminated










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Technology Integration & Automation

Online Shopping Site



Automation in Report Generation



Coin & Notes
Machine



Delivery



Cloud Database Server



Barcode Scanner



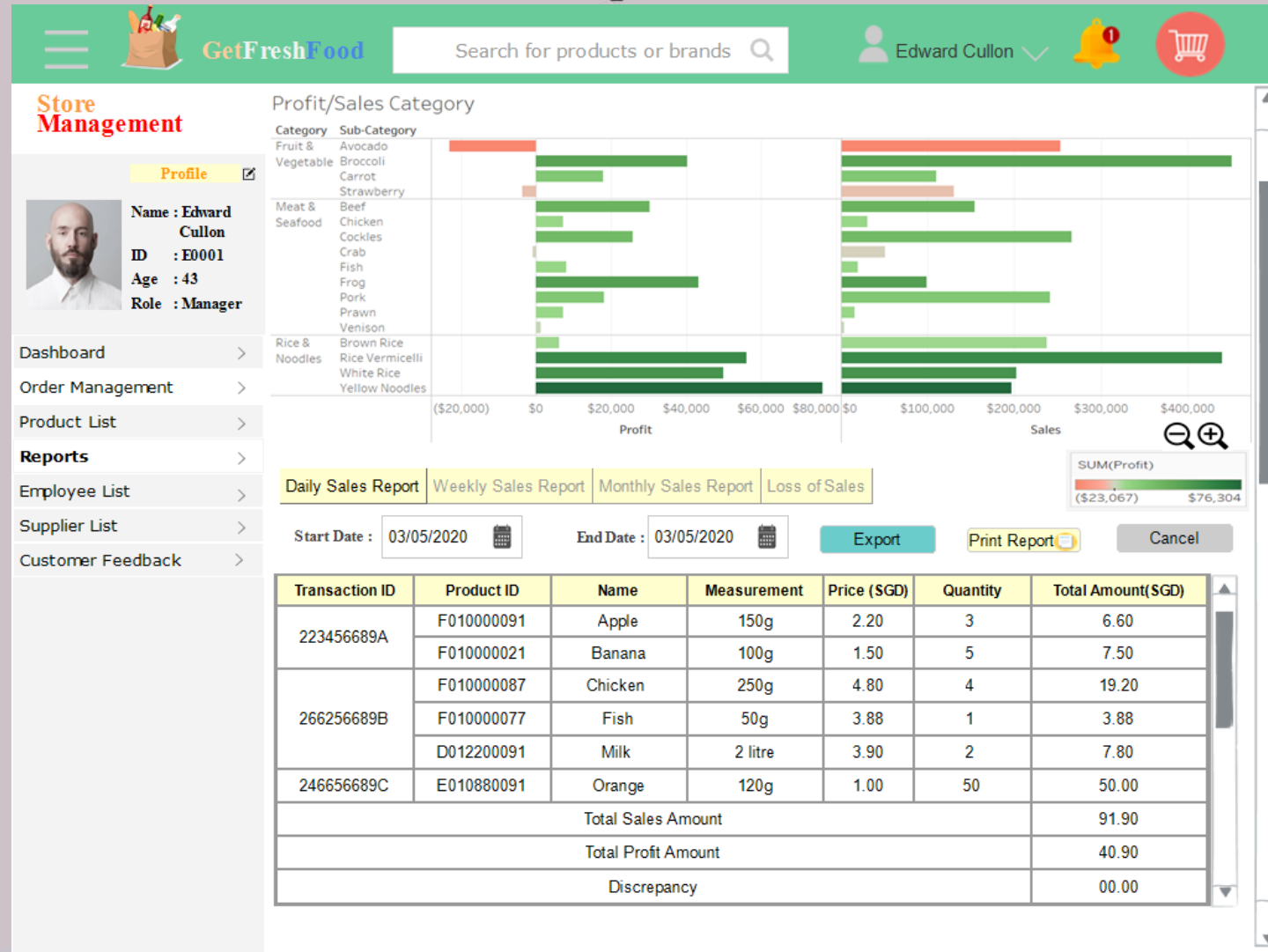
Electronic Shelf Label



Automation of Report Generation - UI1



Automation of Report Generation - UI2



Technology Security & Reliability



Cloud Server

VERSUS



On-Premise Dedicated Server

Data Security &
Backup



Fast Online
Search Speed



Server Disaster
Recovery



Cost



Immediate Goals

- Reduce discrepancy in sales & inventory
- To ease workload of staff
- Gain back customers' trust

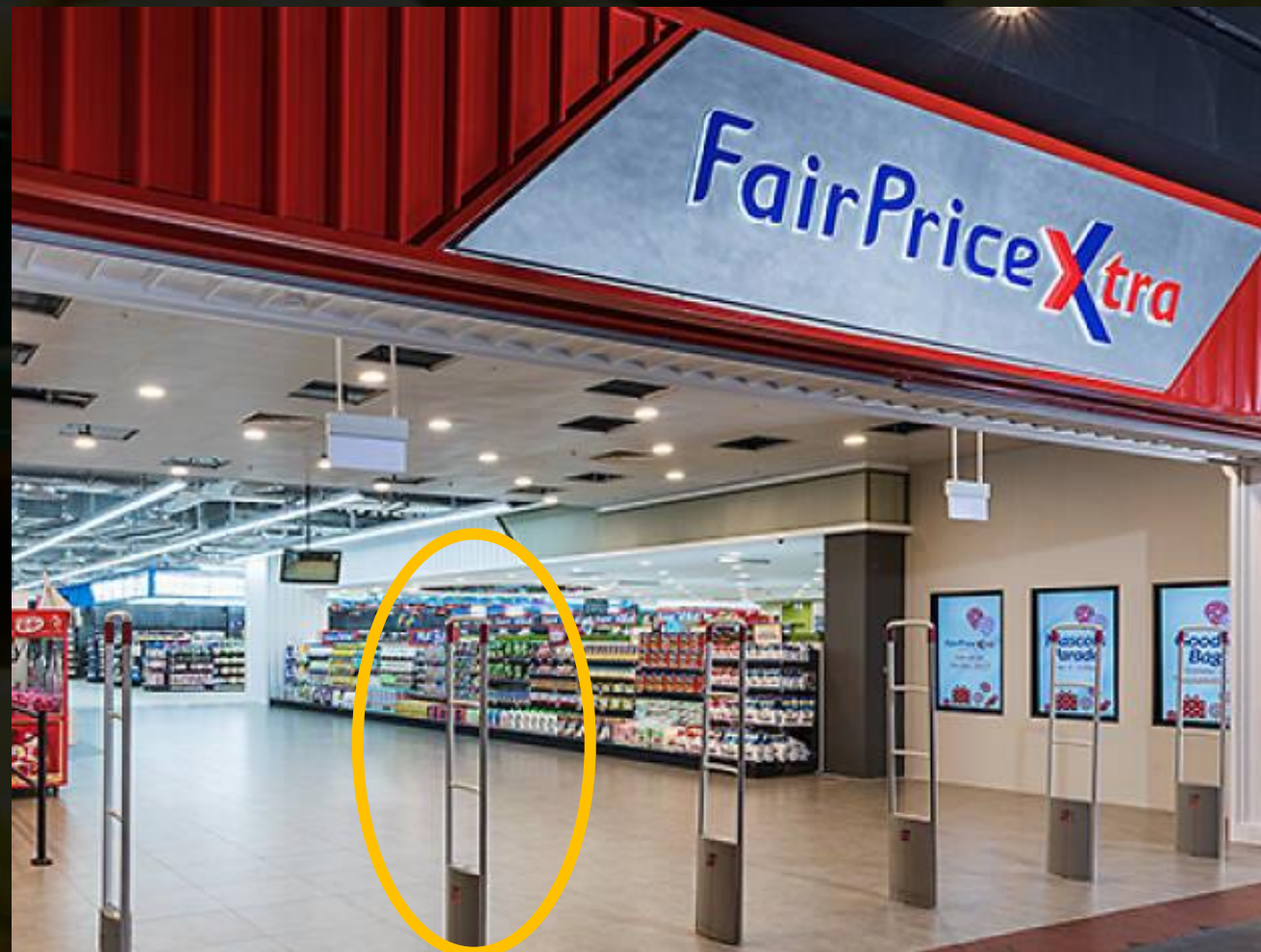


Long - Term Goals

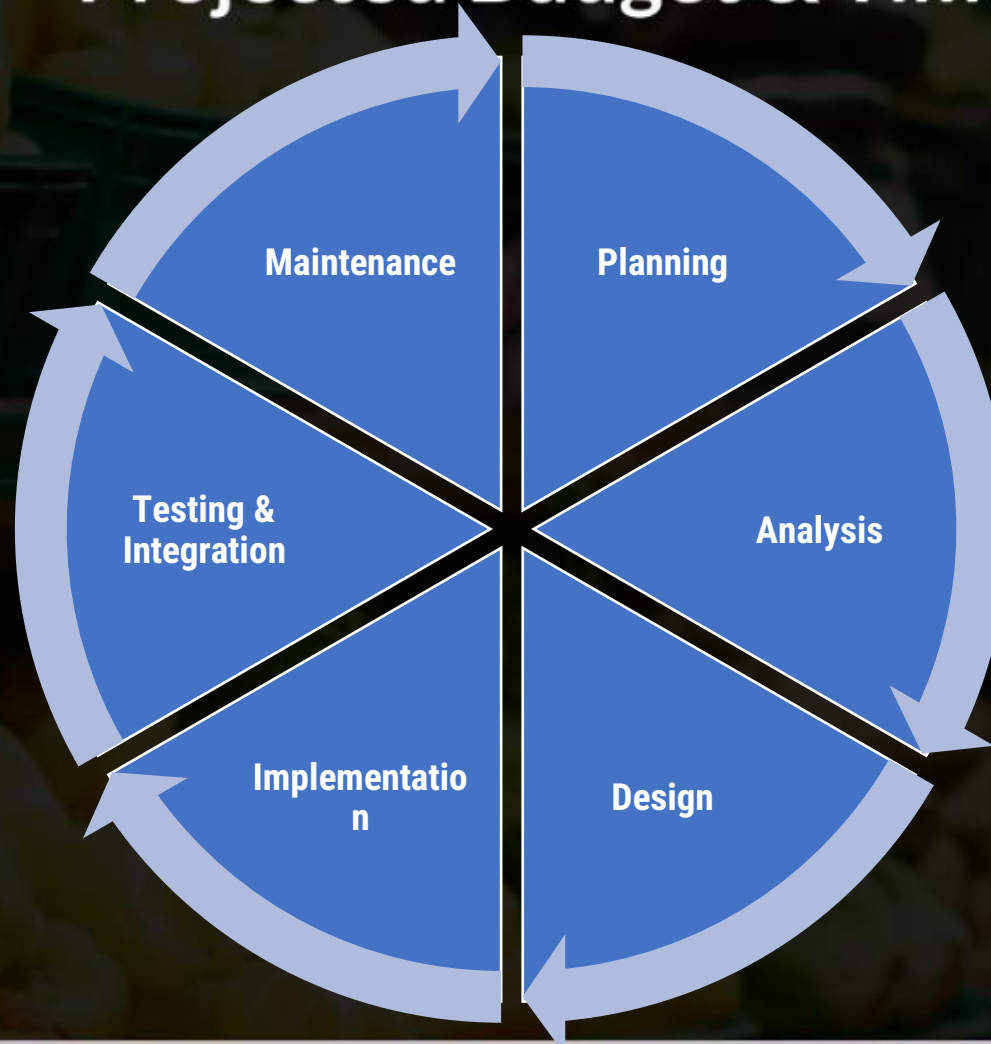
- Increase customer retention rates
- Implement Electronic Article Surveillance (EAS) system if discrepancy problem still occurs (tackle theft).



Electronic Article Surveillance System



Projected Budget & Timeline



A close-up photograph of a grocery store's vegetable section. In the foreground, there are several green plastic crates filled with fresh produce. On the left, there are bright red bell peppers. Next to them are yellow and orange bell peppers. To the right, there are green celery stalks and a pile of ginger root. In the background, more vegetables are visible, including what appears to be purple eggplants and red tomatoes. A dark, semi-transparent rectangular box is overlaid in the center of the image, containing the text "Thank You" in a white, bold, sans-serif font.

Thank You