



Brand Analysis from the perspective of Retail User

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OUTLINE

Oracle Retail - Domain knowledge

Title:

Problem statement

Need in food industry

Features

Abstract

Architecture

Module : (Scorecard , Product Specifications)

Technology Stack

My work apart from this project

Future Work

Literature Survey

Training sessions

Oracle Retail – Domain knowledge

Provides...

- Open, integrated, best-of-breed business applications, cloud services
- Day-to-day merchandising activities, including purchasing, distribution, order fulfillment, and financial close.

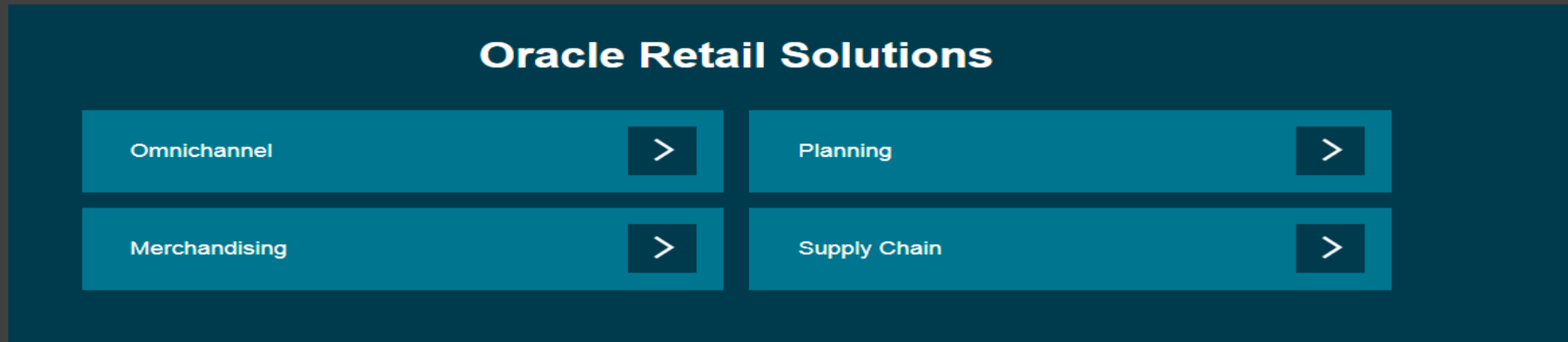
Users...

- Leading fashion, grocery and specialty retailers, hotels, food and beverage facilities providers, etc.

Reason...

- Market changes
- Simplify operations
- Inspire authentic and Loyalty brand interactions

Where do we stand ?



We are the part of omnichannel group of Retail.

Executing a personalized Omni channel retailing experience requires seamless integration across your ecommerce, stores, customer relationship, order management, and loss prevention systems..

Overview

Brands are living and breathing entities that capture the heart and soul of the company and require proper and consistent care.

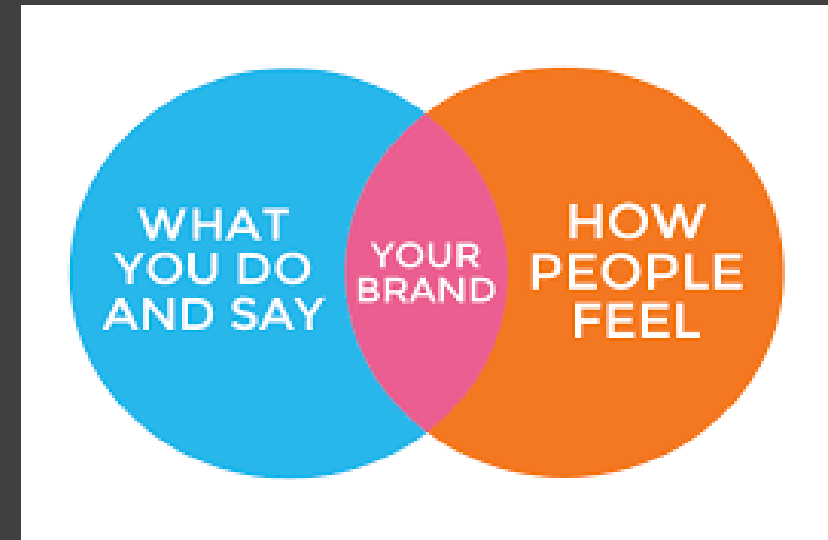
This provides an opportunity to enhance company's **brand image and revenue**.

These actions will ensure the protection of not only the financial stake the company has in the brand, but also **the emotions that the company, and more significantly, its clients, invest in the brand**.

Brand Analysis From Perspective of A Retailer User

ABSTRACT:

- It aims at protecting Brand integrity and Enable brand owners to collaborate with their supply chain in the sourcing, development, marketing and quality control of their products.
- It is specifically designed to enable grocery retailers, restaurant, food service and manufactures.
- It allows brand owners to respond to product or industry incidents ensuring continued consumer trust in their brand.



Problem STATEMENT

Main challenge : “consumer demand and trust”..

Consumers continue to drive the complexity by increased demand for greater ranges, experimental flavors, and convenient ready to-go products. Wide product ranges are often offered at a choice of price points and with an appreciation of more complex dietary requirements.

In the current retail climate, to maintain trust in their brands, retailers must demonstrate due diligence in their collection, capture, and validation of supplier and product data. There is an obvious necessity for retailers to respond quickly to any issues being faced by consumers.

Functionality

It provides end-to-end lifecycle management by enabling the capture of detailed **product information** during the sourcing and **selection of suppliers** and the manufacturing process.

Consolidating all necessary product detail promotes transparency throughout the supply chain.

Having this product, users can access and interrogate data in seconds, allowing brand owners to quickly respond to product or industry incidents and maintain continued consumer trust in their brand.

NEED IN food industry

The retail industry, and particularly the food sector, has become a highly sensitive market with consumers demanding full transparency, accurate labelling, quality ownership and a rapid response to incidents.

To ensure continued brand loyalty, brand owners must demonstrate due diligence in their collection, capture and validation of supplier and product data.

Recent history shows that consumers now expect more information than ever before. A third of consumers are allergic to something and one in six has a form of food related illness each year. This, along with a thirst for better living, healthier options, and the media's encouragement to know more, has firmly established that if it's your label, it's your product, and your problem.

Business values & features

Fully managed cloud service

24/7 availability

Helpdesk support

Dedicated secure environment.

Multinational capability to enable multi lingual environment

Maintenance of industry and regulative compliance updates.

Easy integration to other systems (using APIs)

Analytical reporting.

Modules

Supplier – Supplier and site contact, Audits & visits , Scorecard management for Suppliers.

Product – Product development and validation, Specifications , and quality surveillance management

Project –Management of new and existing product developments , Activities corresponding to one product.

Library – Management of policy and guideline documentation, readership, and acceptance

Reports – Cross module data query and reporting

Architecture

Supplier

- Supplier and site contact
- Scorecard management
- Audits & Visits

Product

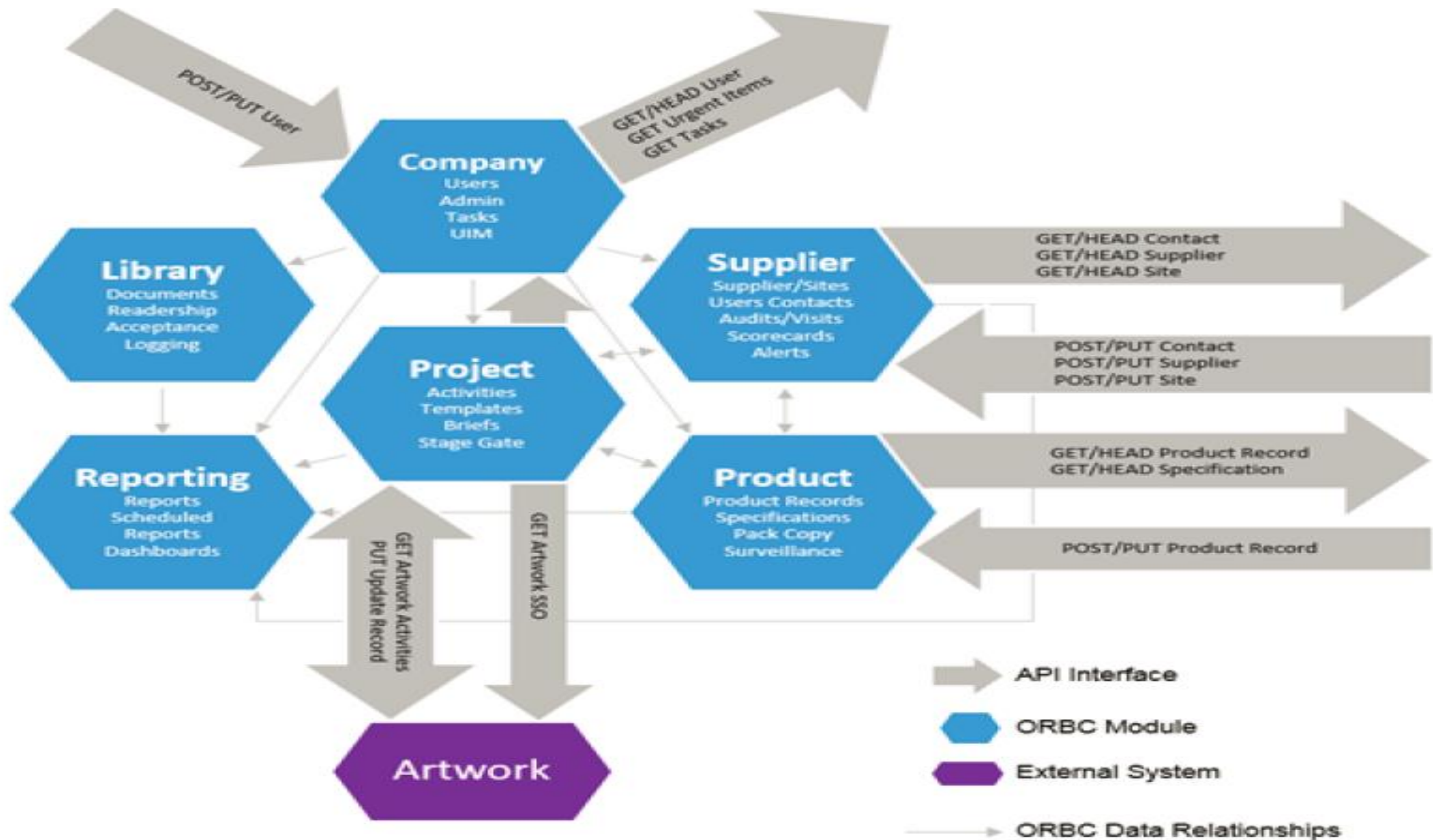
- Product specification
- Development and validation
- Labeling

Project

- New product developments
- Activities
- Hierarchy

Library

- Management of policy and guideline documentation
- Readership and acceptance



Look & feel of product

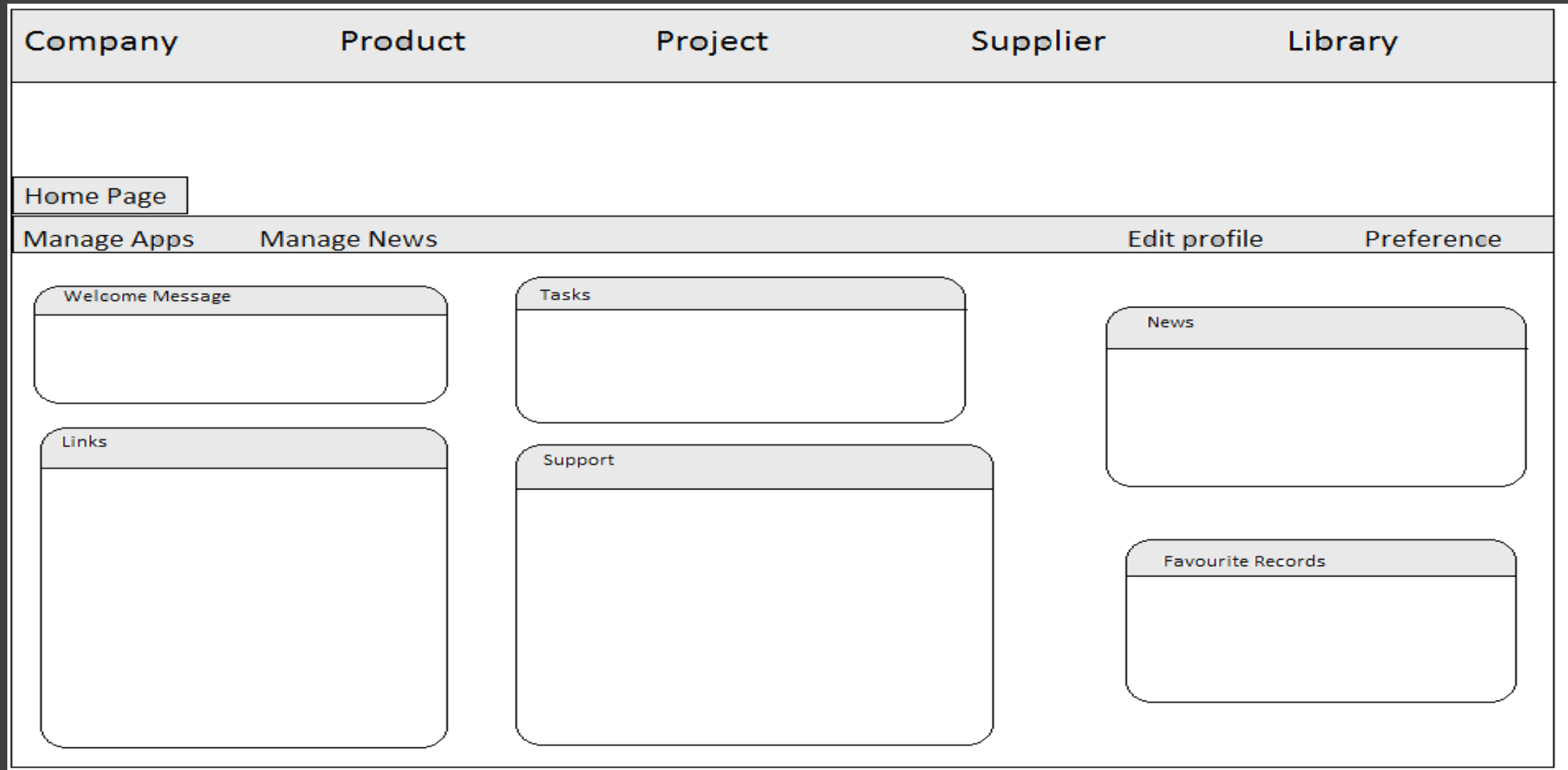
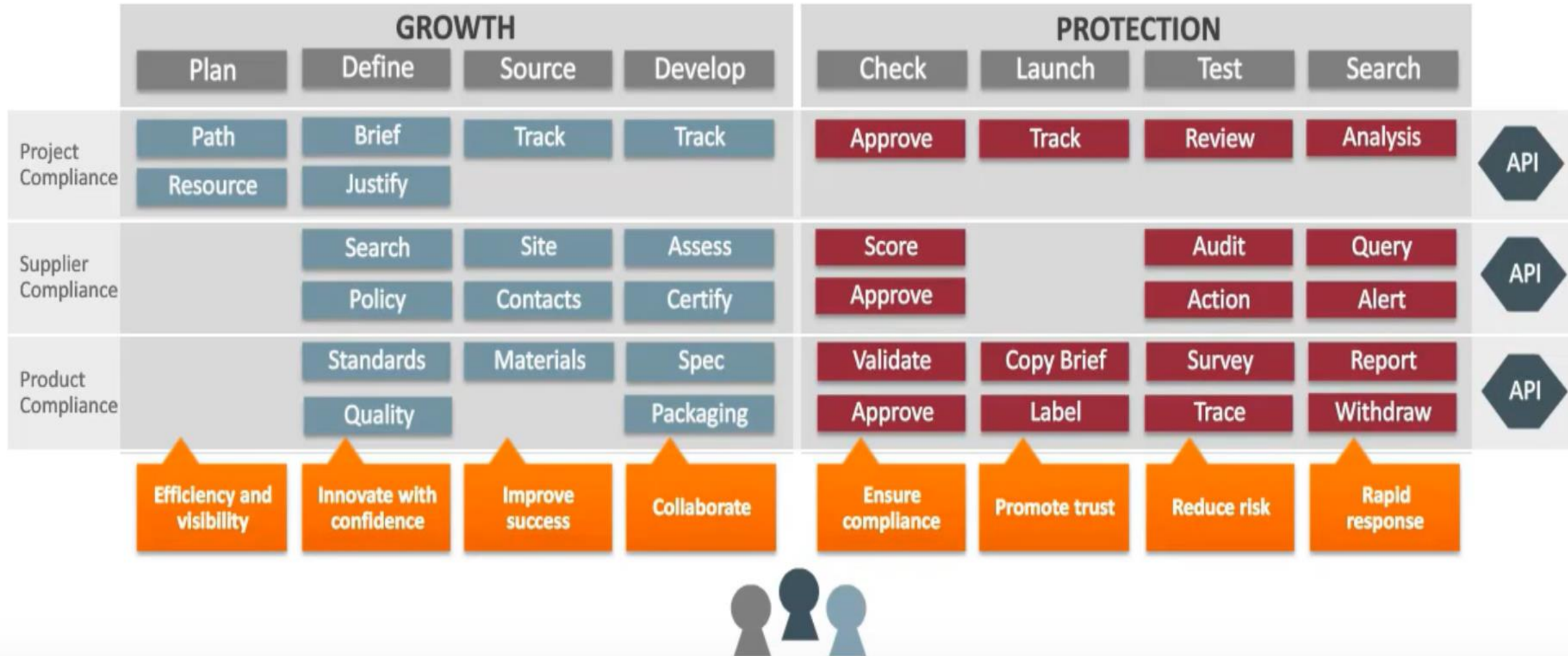


Fig-2: Product screen with all modules

Accelerate, Collaborate and Enable Trust



Brand Owner | Supplier | Laboratory | Broker | Agent | Auditor

Technical Stack

Technology

- Java 8
- Oracle JET
- Cloud Service
- JavaScript
- Web Services- REST & SOAP
- OBI – Reporting
- Hybernate

Tools:

- Eclipse
- WebLogic server
- Browsers(Chrome 40+, Firefox 38+)
- Oracle VirtualBox

Module

Scorecard

The document used to manage and record a set of related questions to be answered by the supplier relating to a specific supplier location (site) .

Product Specification

The technical details of the make up of an individual product as manufactured by a specific supplier:

Its recipe / formulation, nutritional information, packaging details, intolerance/allergen data and label declarations etc.

In order to keep the information relevant to the type of product, different types of product specification are built.

Food, Formulated Non Food, Constructed Non Food, Produce) by combining different types of sections

My work Apart from Project

Make Prediction from Scorecard data .

As Retailer will give score and review to supplier and brand .

As Customer will also give feedback of food product .

To Predict Result – Content Analysis, time–series data sale and supply.

Is the comment is good or bad.

Top Supplier or Top Brand.

Also Predict Inventory out of stock prediction.

Try to Make Prediction from Product Ingredients data *

FUTURE WORK

In future this application will be modified to be cloud ready and to handle bulk data.

Also new User Interface is planned for this product. Shifting this product to ORACLE JET.

Literature

Understand **Scope** of Product ().

Scope of Scorecard

Scope of Product Specification.

A Systematic Mapping Study on Customer Loyalty and Brand Management (2019).

Brand polarization and negativity towards brands as an opportunity for brand management (2019).

Using Informational Labeling to Influence the Market for Quality in Food Products.

Machine Learning Based Application Score Cards (White Paper).

THANK YOU