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UMPSA
UNIVERSITI MALAYSIA PAHANG
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PROJECT TITLE : DIGITAL TRANSFORMATION OF TRADEX RETAIL CHAIN

PROJECT ID : MABC2406

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TRADEX
"SHOP SMART,
LIFE BETTER"

TRADEX

"SHOP SMART, LIFE BETTER"



BACKGROUND

- ★ Tradex is a traditional retail chain with stores across Malaysia. Facing competition from online retailers, Tradex's sales have been declining. Our company recognizes the need to integrate digital technologies into its operations, but it lacks experience with such transformations.



BUSINESS CHALLENGE

- 1) Implement a digital strategy that improves operational efficiency and enhances customer experience
- 2) Train its employees for the new digital environment and manage the transition without alienating existing customers.



QUESTION 1

RETAIL INDUSTRY

LOCAL
COMPETITORS

INTERNATIONAL
COMPETITORS



MYDIN



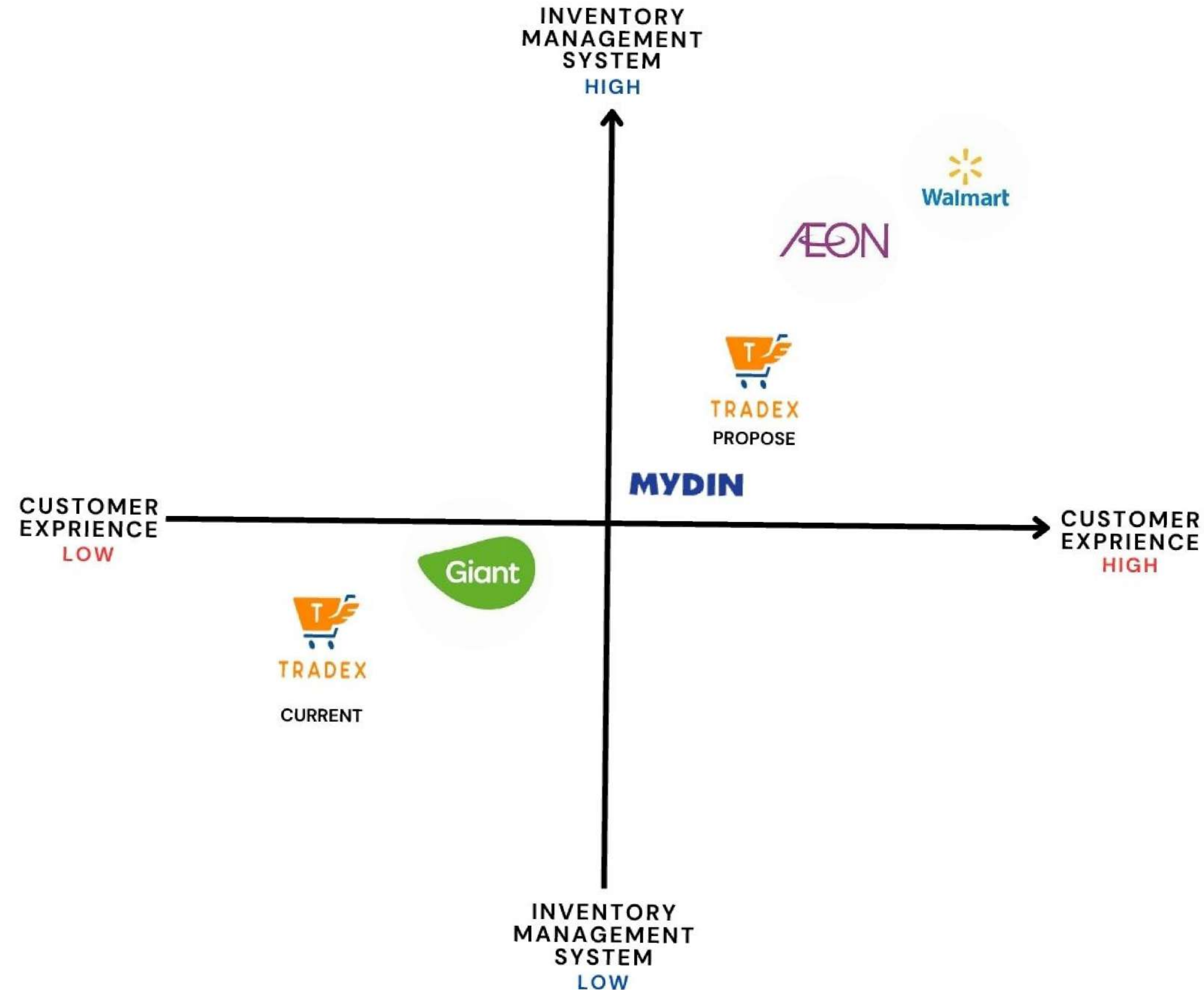
AEON



QUESTION 1

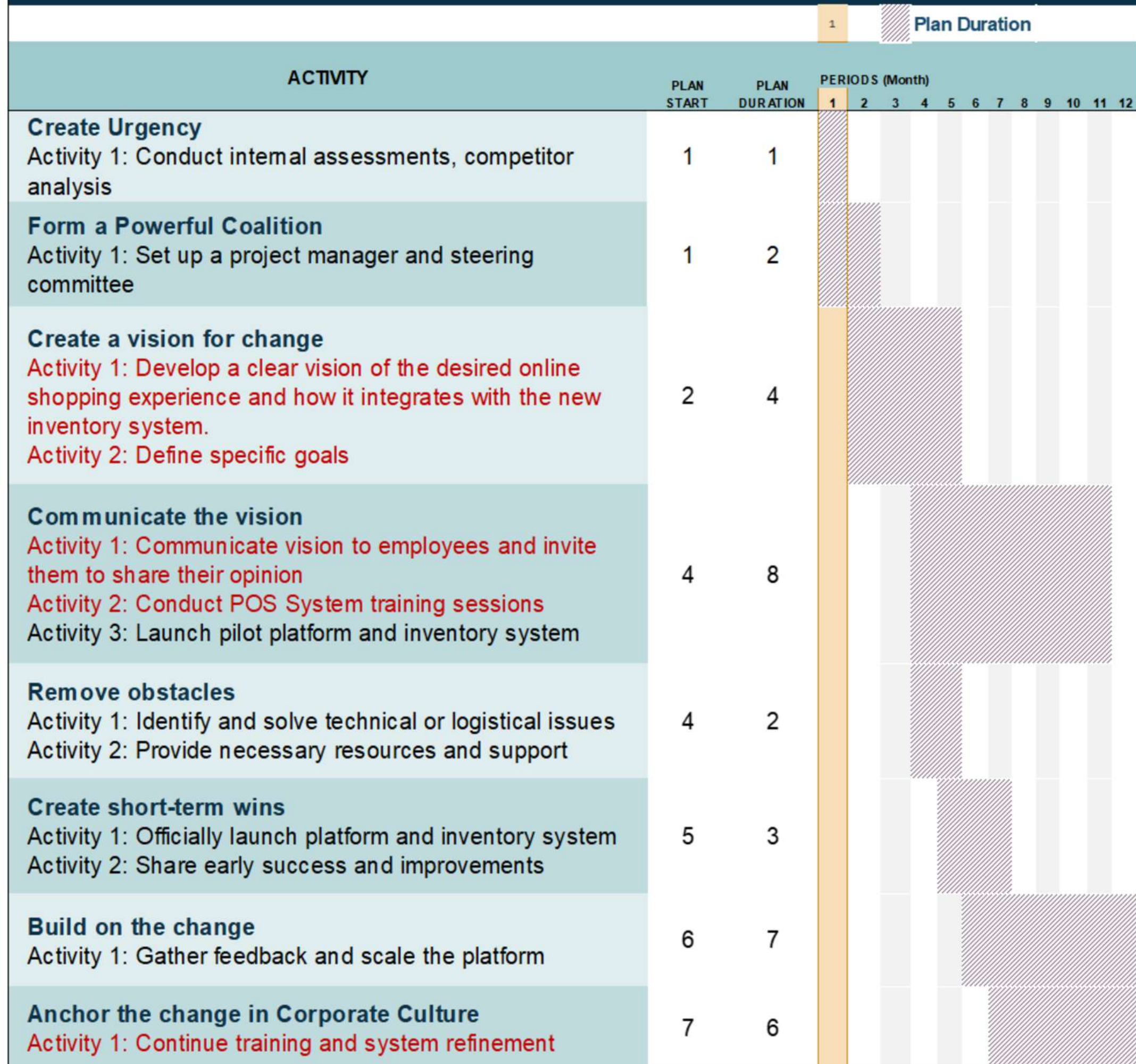
		COMPARITIVE ANALYSIS						
		LOCAL COMPETITORS		INTERNATIONAL COMPETITORS		TRADEX		
No	Features					 CURRENT	 PROPOSED	
1	Type of Store	Physical store : Yes Online store: Yes	Physical Store: Yes Online store: No	Physical store : Yes Online store : Yes	Physical store :Yes Online store : Yes	Physical Store : Yes Online store : No	Physical Store : Yes Online Store : Yes	Introduce Online Shopping experience
2	Website Comparison	Online shopping: Yes Product Inventory: Yes Filter (Product Pricing): Yes	Online shopping: No Product Inventory: No Filter (Product Pricing): No	Online Shopping: Yes Product Inventory:No Filter (Product Pricing): No	Online Shopping:Yes Product Inventory: No Filter (Product Pricing): No	Online Shopping: No Product Inventory: No Filter (Product Pricing): No	Online Shopping: Yes Product Inventory:Yes Filter (Product Pricing): Yes	
3	Market Reach	Online Advertising:- 1. Social Media: X, Instagram, Facebook, TikTok 2. E- commerce: website	Online Advertising:- 1. Social Media: Instagram, Facebook 2. E- commerce: website	Online Advertising:- 1. Social Media: X, Instagram, Facebook 2. E- commerce: Website	Online Advertising:- 1. Social Media: X, Instagram, Facebook, TikTok 2. E- commerce: Website	Online Advertising:- 1.Website, Social Media: Facebook, Instagram 2. E- commerce: Website	Online Advertising:- 1. Social Media: Facebook, Instagram, Tik Tok , X 2. E- commerce: Website	
4	Customer Experience	Personalization: Membership Discount Online Delivery: None	Personalization: None Online Delivery: none	Personalization: Membership Discount Online Delivery: None	Personalization: Membership Discount Online Delivery: Same day delivery	Personalization: None Online Delivery: None	Personalization: Membership Discount Online Delivery: Same day delivery	
5	Innovation and Adaptibility	Technology and Innovation: Software for warehousing	Technology and Innovation: None	Technology and Innovation: 1. AI Chatbots: Automated chatbots assist customers with queries and product information on their website. 2. Self-Check out Counter	Technology and Innovation: 1. Inventory Management System: RFID for inventory tracking 2.CRM System: track loyalty programs and send personalized promotions	Technology and Innovation: None	Technology and Innovation: 1. Inventory Management System: RFID for inventory tracking 2.CRM System: track loyalty programs and send personalized promotions 3. Upgrade E-commerce	Introduce new Inventory System
6	Payment System	Traditional Payment Method: Cash, Debit, Credit Mobile Payment: Mydin Apps	Traditional Payment Method: Cash, Debit, Credit Mobile Payment: None	Traditional Payment Method: Cash, Debit, Credit Mobile Payment: - AEON Wallet Malaysia - AEON 2 go: Grocery shopping	Traditional Payment Method: Cash Debit, Credit Mobile Payment: Walmart Scan&Shop	Traditional Payment Method: Cash, Debit, Credit Mobile Payment: None		

RETAIL POSITIONING MATRIX



QUESTION 2

Project Planner



QUESTION 3

1) Technology and Systems Integration

- Integrated Point-of-Sales (POS) and E-Commerce Systems
- Mobile Integration
 - Online Store: User-Friendly Website, Loyalty Program and Location-Based Promotion
 - Physical Store: Real -Time Inventory Updates and Personalized Shopping Assistance

2) Effective Communication with Customers

- Clear Information to Customers
 - Online Store: Website Design, Chatbots, Transparent Pricing and Product Expiry Date
 - Physical Store: Price Tags with Details, Staff Assistance and Consistent Product Placement



QUESTION 3

3) Optimized Pricing and Promotions

- Cross-Channel Promotions
 - Online Store: Flash Deals, Free Shipping and Personalized Online Recommendations
 - Physical Store: In-Store Returns for Online Purchases, Physical Store Exclusive Highlighted Online and Social Media Check-In Discounts



PROPOSE VENDOR



- No 1 POS System in Malaysia.
- Example company that choose IRS System



PROPOSE VENDOR



- Products provided : F&B Pos System, Retail Pos System and Hardware.
- For Retail Pos System there are services like Retail Features, mobile reporting, E-wallets integration, Multi-Store Management and General Features.
- We chose this company for our digital transformation because they offer the online shopping platform and inventory management we need.

COSTING & BUDGETING

- Transform our online shopping website and inventory management system with unlimited products, transactions, customers, and vendors, supported by SMS & email marketing, member management, and 120+ detailed reports for seamless operations.
- Include comprehensive staff training

ADVANCE
IRS POS ADVANCE VERSION

RM **3700** /Lifetime

- *Unlimited Products
- *Unlimited Transactions
- *Unlimited Users
- *Unlimited Customers
- *Unlimited Vendors
- SMS & Email Marketing
- Member Management
- Voucher Management
- Whatsapp & Email Support
- Phone & Remote Support
- Onsite Training & Installation
- More than 120+ Reports

SIGN UP

