POLITEKNIK MALAYSIA

UNGKU OMAR

Student Study Guide

DPR50103

Current Issues in Retailing

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Acknowledgement

I would like to thank the *Politeknik Ungku Omar* Commerce Department Management, especially Mr. *Azahar bin Mohammed* (Head of Commerce Department) and Mrs. *Aziyati Ilyani binti Aznan* (Head of Diploma in Retail Management Program) for this opportunity to write this **Student Study Guide; DPR50103 Current Issues in Retailing** for PUO Diploma in Retail Management students.

It has come to the attention that students are having difficulty in understanding the course. Ergo, with this minuscule effort I hope it could assist the DRM students to have better understandings and grasps of theorical and facts discussed in this course.

To sum, I would like to extend deepest appreciation to my beloved mother, family and students who have inspired me to write this study guide.

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First published 2023
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eISBN: **978-967-2421-99-3**
Author: Zaidah binti Abdul Aziz
Published by: Politeknik Ungku Omar, Jalan Raja Musa Mahadi, 31400 Ipoh, Perak.
Tel: 1300881969 Fax: 05-5471162

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DPR50103
Current Issues in Retailing
1st Edition

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Course Information

DPR50103
CURRENT ISSUES IN RETAILING

SYNOPSIS:

Current Issues in Retailing focuses on the evaluation of factors influencing Global Retailing, Halal Retailing and Green Retailing. Retailers of any kind and sizes are able to operate and venture out their businesses globally due to the most recent technological advancement and innovations used in the retail industry. This course will expose students to the basic knowledge and understanding of current international retailing opportunities and threats, market issues and consumer purchasing behavior with reference to Halal requirements and Global Green Movement. In response to all the aforementioned influencing factors, students should be able to device groundbreaking retail plans by facilitating Omni channel retail strategy and Integrated Marketing Communication (IMC) to embark into the international market.

Upon the completion of this guide, students should be able to:

1. Evaluate the factors and suitable global retailing strategies for different market and technological requirements.

Continuous Assessments:

1. Theory Test 1 - 15% (Topic 1 & 2)
2. Theory Test 2 - 15% (Topic 3 & 4)

Teaching and Learning Activities

1. Lecture/Interactive Lecture
2. Group discussion
3. Flip classroom

How to use this study guide?

1. Each student must download, print-out, and bring this guide to class.
2. During teaching and learning session, students must take notes and write them within the spaces given.
3. Later in the day students must upload their note onto the link given by the lecturer

Topic 1.0 INTRODUCTION TO GLOBAL RETAILING

1.1 What is Global retailing

- Or international retailing is defined as "All the activities involved in selling products and services to final international consumers for their personal use"
- We are building this course based on the foundation of all retailers, big or small have the potential to serve the global market.
- The retail market nowadays is serving two environments; which are the physical (brick and mortar) stores and online stores. Therefore, retailers of any sizes, who have an online store, can serve the global market. Thus there are a few factors, steps and processes, international concerns, movements and regulations they have to abide for the retailers to do so

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (1 of 7)

a. institutional factors:

- The retail establishment itself has to recognize the type of business organization it is running; whether it is an independent single store establishment, a corporate retail chain or a franchise.
- This plays an important role of how far a retail business can establish its strength to face the upcoming challenges, the channels that is going to be used (multichannel or omnichannel) and the following determining factors (b to g)

Questions that come to your mind?

Answer to those questions.

Summary/Notes

Reference:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (2 of 7)

b. consumer factors

- Consumer's buying behavior also a factor for global retailing. We have already established that there are two retail environments; which are offline (in-store or brick-and-mortar) and online store.
- The world's shopping trend is moving towards online shopping, especially when COVID-19 is a current threat for all offline retailers worldwide.
- Consumers are more computers/mobile savvy and more aware of all the technology provided by different retailers.
- Therefore, retailers have to brand themselves effectively in order to capture more online consumers and retain the offline customers. –
- Nevertheless, the same principles are in order and that is the recognition of the buying process; need recognition and information search.

Questions that come to your mind?

Answer to those questions.

Summary/Notes

Reference:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (3 of 7)

c. store location factors

- A suitable store location is vital for offline and online store. A global retailer must establish the right location for the offline store.
- Retailers have to consider whether to locate their store at unplanned locations, Shopping centers and planned retail locations or at nontraditional locations.
- The same considerations should be determined for their online stores; whether to locate the URL at the generic top-level domain (gTLD) such as .com, .net, .org or .info, second-level domains or third-level domains.
- The strength of one retail business is shown by the domain they use for their online store.

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References:

1. *https://www.domain.com/blog/2018/10/30/domain-name-types/*
2. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (4 of 7)

d. operations factors

- The store operation must be standardized and documented. All employees must be aware of their own responsibilities.
- The retail operation must be determined clearly to ensure smooth processes throughout the offline and online store.
- For example, if the retailer run both offline and online store, the operation time for the offline store might be from 9AM to 9PM, but the online store is running 24 hours per day/7days a week.
- Different roles must be assigned for both retail environment.

Questions that come to your mind?

Answer to those questions.

Summary/Notes

Reference:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (5 of 7)

e. merchandising factors

- Merchandising involve managing the buying process and the retailer-suppliers relationship.
- Both parties have collaborate closely to determine the best control system for managing merchandise together so that the retailer will not be short on inventories (example Just-in-Time Inventory System).
- The needs of distribution centers, or direct store delivery and proper ordering/buying system

Questions that come to your mind?

Answer to those questions.

Summary/Notes

Reference:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (6 of 7)

f. pricing factors

- Pricing is a very important factor to determine when engaging into international market. Different buyers have different priorities when purchasing products or services.
- A retailer must always be alert of customer's price sensitivities and the competition's pricing strategies.
- In order to have this under control, a retailers should always secure trusted suppliers or partners in their business.

Questions that come to your mind?

Answer to those questions.

Summary/Notes

Reference:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

1.2 The factors to consider when engaging in global retailing (7of 7)

g. image and promotional factors

- The retailer's image is vital in global retailing. This is portrayed through strong branding and strong promotional strategies.
- The image is also determined by the company's ability to maintain and manage their customer relationship.
- A standardized and personalized customer services is part of the image of the retailer.
- Therefore, the retailer must recruit, train and acculturate their employees to be able to serve their customers offline and online, according to the international standards..

Questions that come to your mind?

Answer to those questions.

Summary/Notes

Reference:

1. *Levy, M., Weitz, B., & Grewal, D. (2019). Retailing Management, 10E. Aufl., Boston, MA.*

Action Summary Here

Mind map

Retailers must always remember! A note. – Today's market is customer centered. All factors mentioned above must be geared towards satisfying their customers. – Therefore, retailers must find their own business niche and focus their strength on that.	Questions that come to your mind? Answer to those questions.
Summary/Notes	References:
Action Summary Here	

1.3 The four steps in global retailing strategic planning process a. Assess your potential – do SWOT and TOWS analysis b. Get expert advice and counseling c. Select your countries. d. Develop, implement and review the International Retailing Strategy.	Questions that come to your mind? Answer to those questions.
Summary/Notes	References:
Action Summary Here	

Mind map

1.4 The opportunities and threats in global retailing

Opportunities:
a. Free flow of technology
b. Increased industrialization
c. Development of world economies
d. Increased employment and income e. High standards of living

Threats:
a. Heterogeneity of problems
b. Reluctance of developed countries
c. Reluctance of developing countries
d. Short term gains

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References:

Action Summary Here

Mind map

1.5 The process of preparing for different global markets issues and implications a. Developed or matured markets b. Developing or immature markets c. Development of digital technology	Questions that come to your mind? Answer to those questions.
Summary/Notes	References:
Action Summary Here	

Mind map

1.6.The eight factors affecting international retailing strategy success

a. Timing
b. A balanced international program
c. A growing middle class
d. Matching concept to market
e. Solo or partnering
f. Store location and facilities
g. Product selection
h. Service levels

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References:

Action Summary Here

Mind map

1.7 Global retail consumers' needs fulfillment a. New retail technologies b. Consumer trust towards retailers (Halal considerations and green movement) c. Innovative user-friendly experiential stores d. Customer experience and engagement (customer relationship management) e. Digitally reachable retailers	Questions that come to your mind? Answer to those questions.
Summary/Notes	References:
Action Summary Here	

Mind map

CONGRATS!

You finished Topic 1: Global Retailing

WELL DONE!

Sample exercise & past semesters' questions

EXERCISE

1. Define Global Retailing.

2. Explain the factors to consider when engaging in global retailing.
   a. Explain institutional factors
   b. Explain consumer factors
   c. Explain store location factors
   d. Explain operations factors
   e. Explain merchandising factors
   f. Explain pricing factors g. image and promotional factors

3. Explain the four steps in global retailing strategic planning process.
   a. Explain the "assess your potential" step.
   b. Explain the "get expert advice and counseling" step
   c. Explain the "select your countries" step.
   d. Explain the "develop, implement and review the International Retailing Strategy" step

4. Describe the opportunities and threats in global retailing.

5. Describe the process of preparing for different global markets issues and implications
   a. Describe the issues and implications of developed or matured markets.
   b. Describe the issues and implications of developing or immature markets.
   c. Describe the issues and implications of development of digital technology

6. Explain the factors affecting the success of a global retailing strategy
   a. Explain the effects of timing on global retailing strategy
   b. Explain the effects of a balanced international program on global retailing strategy
   c. Explain the effects of a growing middle class on global retailing strategy
   d. Explain the effects of matching concept to market on global retailing strategy
   e. Explain the effects of solo or partnering on global retailing strategy
   f. Explain the effects of store location and facilities on global retailing strategy
   g. Explain the effects of product selection on global retailing strategy
   h. Explain the effects of service levels global retailing strategy

7. Describe global retail consumers' needs fulfillment
   a. Describe the importance of new retail technologies to fulfill global retail consumer needs
   b. Describe the importance of consumer trust towards retailers (Halal considerations and green movement) to fulfill global retail consumer needs
   c. Describe the importance of innovative user-friendly experiential stores to fulfill global retail consumer needs
   d. Describe the importance of customer experience and engagement (customer relationship management) to fulfill global retail consumer needs
   e. Describe the importance of digitally reachable retailers to fulfill global retail consumer needs

PAST SEMESTER QUESTIONS

QUESTION 1:

(a) List **SIX (6)** factors to consider when engaging retail business in the global market.
Nyatakan ENAM (6) aktor yang perlu dipertimbangkan apabila melibatkan diri dalam perniagaan runcit di pasaran global.

[6 marks]

(b) Elaborate **THREE (3)** first steps in the global retailing strategy planning process.
Huraikan TIGA (3) langkah pertama dalam proses perancangan strategi peruncitan global.

[9 marks]

(c) **Table 1(c)** shows the failure cases in global retailing. To overcome these issues, examine **FOUR (4)** factors affecting international retailing strategy success.
Jadual I(c) menunjukkan kes kegagalan dalam peruncitan global. Untuk mengatasi isu ini, nilaikan EMPAT (4) faktor yang mempengaruhi kejavamn strategi peruncitan antarabangsa.

[10 marks]

QUESTION 2:

(a) Identify **THREE (3)** opportunities in global retailing.
Kenalpasti TIGA (3) peluang dalam peruncian global.

[3 marks]

Question 1, Table 1(c) / Jadual 1(c)

Retailer Peruncit	**Country of Entry Negara Kemasukan**	**Years in market Tahun di dalam pasaran**	**Factors for exit from the global market Faktor keluar dari pasaran global**
X	United States of America	5	Not innovative in the US marketplace and unable to adapt to US consumers. *Tidak inovatif di pasaran AS dan tidak dapat menyesuaikan diri pengguna AS.*
Y	France	5	Lack of experience in the market adaptation and lack of global strategy. *Kekurangan pengalaman dalam penyesuaian pasaran dan kekurangan strategi giobal.*

Topic 2.0
GLOBAL HALAL MARKET REQUIREMENTS

2.1 Explain the fundamentals of HALAL

- Halal is derived from the Arabic term halla, yahillu, hillan, wahalalan, which meaning permitted or permitted by Shariah law.
- According to Trade Descriptions (Definition of Halal) Order 2011 and Trade Descriptions (Definition of Halal) (Amendment) Order 2012, halal is defined as follows:
- i. When food or goods are described as halal or in any other manner to indicate that they can be utilized or consumed by a Muslim, such expression means that the food or products are:
  a. neither comprises of or contains any part or matter of an animal that is forbidden by Shariah law for a Muslim to consume nor which was not slaughtered in compliance with Shariah law and Fatwa;

Questions that come to your mind?

Answer to those questions.

References

Summary/Notes

Mind map

2.1 Explain the fundamentals of HALAL
– continued –

- b. does not contain anything that is impure/najs according to Shariah law and Fatwa;
- c. does not intoxicate according to Shariah law and Fatwa;
- d. does not contain any component of a human being or its yield that is prohibited by Shariah law and Fatwa;
- e. is not poisonous or hazardous to health;
- f. has not been prepared, processed, or manufactured with any piece of equipment that is contaminated with najs in compliance with Shariah Law and Fatwa; and
- g. has not been in contact with, mixed with, or in near proximity to any foods that fails to satisfy paragraphs (a) and (b).

ii. When services associated with food or products are described in any other term to suggest that the services can be used by a Muslim, such expression indicates that the services are carried out in accordance with the laws of Shariah.

Questions that come to your mind?

Answer to those questions.

References

Summary/Notes

Mind map

2.1.1 Explain the Shariah Islamic law terms

a.halal
Halal originates from the Arabic word namely halla, yahillu, hillan, wahalalan which means allowed or permissible by the Shariah law.

b. haram
Haram originates from the Arabic word which means not permissible by the Shariah Law

c. syubhah (Mashbooh)
Syubhah is any object or substance that is doubtful or whose origin is unknown. In other words, any food, drink, or substance that does not obviously fall under the Halal or Haram categories. Muslims tend to avoid Syubhah until the item's status is determined.

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References

Action Summary Here

Mind map

2.1.2 Classify the sources of halal and haram food in Islam

a. animals: land and aquatic

HALAL

- Aquatic: fish and other sea creatures are generally permissible according to their reading of Quran 5:96. (Mazhab Shafei), except if poisonous, intoxicated, and harmful to human health.

- Land: Most herbivores or cud-chewing animals, such as cattle, deer, sheep, goats, and antelope, are halal. According to the Quran 5:4, animals hunted by trained birds and animals are likewise permissible.

- **Food of Jews and Christians:** Sunni Muslims may consume Jewish and Christian foods (save those expressly prohibited).

- Locust: the only land animals without blood that is permissible for Muslim

HARAM

- all insects: and animals without blood

- Predatory animals: Consumption of lions and tigers, as well as birds of prey like falcons and hawks, is prohibited. Sahih Muslim, no: 1934.

- **pigs, swine, hogs, boars, wild boars and its descendants:** and ALL byproducts produced from them (brush, shoe, bags etc.)

- **dogs**

- all animals slaughtered NOT according to Islamic laws.

b. plants: All plants and their products are Halal (permissible) and can be consumed, unless they are poisonous, intoxicating or hazardous to human health.

c. drinks: Water in all forms is permitted (Halal) and can be consumed unless it is poisonous, intoxicating, or harmful to human health. Alcoholic and intoxicating drinks, such as wines and alcoholic beers, are prohibited in Islam. Water mixed with filthy water, as well as food contaminated with wine and alcohol, are not permitted.

Questions that come to your mind?

Answer to those questions.

References:
1.*https://en.wikipedia.org/wiki/Islamic_dietary_laws#:~:text=Permissible%20meats%20and%20animals,Livestock%20or%20cattle&text=This%20means%20that%20most%20herbivores,to%20the%20Quran%205%3A4.*
2. https://en.wikipedia.org/wiki/Pig
3. https://ehalalfood.com/what-is-the-sources-of-halal-products/
4. https://ehalalfood.com/what-is-the-sources-of-halal-products/

Action Summary here

2.1.2 Classify the sources of halal and haram food in Islam (continued)

d. mushroom and microorganism
-Mushrooms are halal unless there is evidence to the contrary, all plants and vegetables are deemed halal under Islamic law. This means that mushrooms, a form of fungus, are commonly regarded as halal.

e. natural mineral and chemical
- Except for those that are poisonous, intoxicating, or harmful to health, all natural minerals and compounds are Halal.

f. Genetically Modified Food (GMF)
- Genetically Modified Foods (GMF) are creatures whose genes have been manipulated to incorporate qualities not created by natural selection. Since 1994, genetically modified foods (mainly fruits and vegetables) have been commercially available. The products must be taken from halalan tayyiban (allowed and clean) sources. **It must be safe for humans because anything that causes harm to humans is prohibited in Islam.**

g. al-Jallalaah animals (contaminated animals): Jumhur states that "al-Jalalah" means an animal whose most (majority) food is excrement. Al-Jalalah covers all types of animals whether camels, cows, goats, chickens, ducks, fish or other animals that can be eaten. A wild animal that is free and eats something impure is makruh to eat. While netted animals that are protected or confined and deliberately fed unclean food are forbidden to eat**. Even so, the netted animal should be eaten when it has passed a reasonable quarantine period, which is at least seven (7) days.**
- Ibn Hajr in Tuhfa indicated that every type of animal has different quarantine times;

1. **40 days for camels,**
2. **30 days for cattle,**
3. **7 days for goats and**
4. **3 days for chickens (Al-Khalidi, 1996), and**
5. **1 day for fish [5]**

Questions that come to your mind?

Answer to those questions.

References:

1. *https://imanupdate.com/are-mushrooms-halal/*
2. https://www.investopedia.com/terms/g/genetically-modified-food-gmf.asp#:~:text=Genetically%20Modified%20Foods%20(GMF)%20are,commercially%20available%20since%20the%201994.
3. http://www.ifrj.upm.edu.my/24%20(07)%202017%20supplementary/(27)%20R1.pdf
4. http://e-smaf.islam.gov.my/e-smaf/index.php/main/mainv1/fatwa/pr/15793
5. http://umpir.ump.edu.my/id/eprint/17825/1/pbmsk-2016-hasan-Konsep%20halal%20dan%20al-istibra.pdf

Mind map

2.1.3 Describe the principles of halal and haram

1. The primary idea is that everything Allah made is permissible, with a few limitations. Among the exceptions are pork, blood, and flesh from animals that died for reasons other than proper butchering, food consecrated or immolated to someone other than Allah, alcohol, intoxicants, and drugs used incorrectly.
2. Allah alone has the authority to declare what is legal and what is not. No human creature, no matter how holy or powerful, has the power to change it.
3. Prohibiting what is permissible and allowing what is prohibited is like to Allah having partners. This is a major sin that will cause one to be expelled from the fold of Islam.
4. The primary reasons for prohibiting anything are impurity and harmfulness.
5. What is allowed is sufficient, and what is forbidden is unnecessary. Allah forbade only what was useless or unnecessary, while providing better options. People may live and survive without consuming unhealthy carrion, unhealthy pork, unhealthy blood, and the foundation of many vices—alcohol.
6. Whatever is favorable to the "prohibited" is prohibited in and of itself. If something is forbidden, everything that leads to it is likewise forbidden.
7. It is illegal to depict the prohibited as lawful. Making flimsy arguments or consuming something illegal, such as drinking alcohol for allegedly medicinal reasons, is illegal.

Questions that come to your mind?

Answer to those questions.

References:
1. https://ehalalfood.com/11-principles-of-halal-and-haraam-in-islam/

Action summary here

2.1.3 Describe the principles of halal and haram (continued)

8. Good intentions do not make prohibited conduct acceptable. When a believer's authorized activity is accompanied by a good intention, it becomes an act of worship. In the event of haram, no matter how excellent the motive or how respectable the purpose, it remains haram. Islam forbids using haram methods to achieve a good aim. Indeed, the religion requires not only that the ultimate goal be ethical, but also that the means used to achieve it be legal and proper. Islamic law requires that rights be secured solely through just means.
9. Doubtful matters should be avoided. There is a line between what is clearly permissible and what is definitely prohibited. This is the domain of "what is doubtful." It is an act of piety for Muslims to shun questionable things, to avoid the forbidden.
10. Everyone is forbidden from doing anything prohibited. Islamic laws apply to people of all races, creeds, and genders. There is no preferential treatment for the wealthy elite. Actually, there are no favored classes in Islam, hence the issue of preferential treatment does not arise. This principle applies not only amongst Muslims, but also between Muslims and non-Muslims.
11. Exceptions are made because they are necessary. In Islam, the variety of forbidden things is very narrow, but the emphasis on respecting the prohibitions is very intense. At the same time, Islam is not blind to life's demands, their importance, or human weakness and ability to face them. Under the compulsion of necessity, a Muslim is permitted to eat a banned food to maintain survival—but only in quantities sufficient to remove the necessity and prevent starvation.

Questions that come to your mind?

Answer to those questions.

References:
1. https://ehalalfood.com/11-principles-of-halal-and-haraam-in-islam/

Mind map

2.2 Identify the sources of Islamic law

a. Al-Quran:

- Definition of al-Quran Hujjatul Islam al-Ghazali when defining al-Qur'an said: It is a book that was revealed to the Prophet Muhammad S.A.W, which is written in mushaf-mushaf, narrated to us from him mutawatir without any doubt. See al-Mustasfa Min Ilm al-Usul (1/65). Laws of the Qur'an The Qur'an includes many laws.

- Perhaps we can divide it into three main parts which are:
  - Laws related to Aqidah such as the six pillars of faith.
  - Related laws with the purification of the soul which it is moral.
  - Relevant practical laws with mukallaf's words and actions and this is what is mentioned as jurisprudence It is divided into two related to worship and also muamalat

Questions that come to your mind?

Answer to those questions.

References:

1. *https://muftiwp.gov.my/en/artikel/irsyad-usul-fiqh/1530-irsyad-usul-al-fiqh-siri-ke-3-*

Action Summary Here

2.2 Identify the sources of Islamic law (continued)

b. Hadith atau Sunnah:
In terms of the Usuliyyuun term, al-Sunnah is: Anything that comes from the Prophet other than the Qur'an in terms of words, actions, or confessions. See al-Ihkam fi Usul al-Ahkam, al-Aamidi (1/231)

The types of Sunnah are divided into three:

1. **Sunnah al-Qauliyyah (words):** It is all the sayings of the Prophet S.A.W spoken by him in different places and for various purposes. It is also referred to as hadith according to custom.
2. **Sunnah al-Fi'liyyah (deeds)**: Anything done by His Majesty S.A.W such as performing the prayer with its procedures and pillars, and the like.
3. **Sunnah Taqririyyah (confession)**: The silence of the Prophet S.A.W from denying something said or done that happened in his presence or in his absence and he knew it.

Questions that come to your mind?

Answer to those questions.

References:

1. *https://muftiwp.gov.my/en/artikel/irsyad-usul-fiqh/1530-irsyad-usul-al-fiqh-siri-ke-3-*

Action Summary Here

2.2 Identify the sources of Islamic law (continued)

c. Qias: also spelled as qiyas (Arabic: قياس), is the equalization of the law of a new issue that did not previously exist with existing things due to the resemblance of cause and benefit.[The language's meaning is measure, equation, measurement, or comparison.
It is a procedure (ijtihad) for new things based on analogies from Quran verses and sunnah known commandments.
Qiyas or Allusion to the establishment of a law of a new matter that did not exist previously based on past items that have parallels in terms of faults, causes, benefits, risks, and several other elements so that they are penalized the same.[3]

Qiyas or allusion is establishing the law of a certain thing, at another time because of the similarity of both in terms of illat. Qiyas has four pillars namely:

1. The main problem (al-asal; العصل or al-aslu), the previous problem
2. Branch problems (al-furuk; الفرع or al-far'u), related problems that require law
3. The law of the main problem (hukum al-asal; حكم العصل or hukmu al-aslu) is the law of the previous problem
4. Reason (ilat; العلّة or al-'illah, also as-sabab), the cause of the main problem law

Questions that come to your mind?

Answer to those questions.

References:

1. *https://muftiwp.gov.my/en/artikel/irsyad-usul-fiqh/1530-irsyad-usul-al-fiqh-siri-ke-3-*
2. *https://www.linkedin.com/pulse/20140712171718-55327442-qiyas-in-islamic-law-a-brief-introduction*
3. *https://ms.wikipedia.org/wiki/Kias#:~:text=Kias%2C%20juga%20dieja%20sebagai%20qiyas,kerana%20persamaan%20sebab%20dan%20manfaat.*

Example:
The law of using drugs. From Surah Al-Maidah, verse 90:
"O you who believe! That verily drinking, and gambling, and worshiping idols, and casting lots with arrow shafts, are (all) dirty (detestable) from the deeds of Satan. Therefore, you should stay away from them so that you may succeed. " [5]
Examples of qiyas use:

1. Al-asal: Drinking alcohol and anything intoxicating, referred to in the verse as khamar.
2. Al-furuk: Use of drugs such as ecstacy and ice.
3. Hukum al-asal: The law of drinking alcohol is haram.
4. Ilat: Because alcohol and intoxicants cause a person to be unable to think clearly. Just like drugs.

So, drug law is illegal because it also causes a person to not be able to think clearly.

2.2 Identify the sources of Islamic law (continued)

d. Ijma' Ulama: is defined as the agreement of the mujtahids from among Muslims on
a certain era against a syar'ie law after the death of the Prophet S.A.W. (al-Ihkam fi Usul al-Ahkam (4/115)

Authority of ijmak: When a consensus occurs by meeting its conditions, then it becomes a valid argument qath'ie on the law of the problem agreed upon. Indisputable and
objected to because it is a qath'ie argument and has become commonplace for Muslims.
Among the proofs that point to the authority of ijmak are the words of the Prophet S.A.W which means:
"My people will not gather on error."

Two types of ijmak:
1. **Ijmak Soreh (clear)**: That is, the mujtahids present their opinions clearly, then they agree on an opinion without any objection. So consensus like this is a qath'ie argument. Can not be disputed and disputed.

2. Ijmak Sukuti: That is, a mujtahid gives his opinion on a problem. This opinion is known, spread widely, and reached other mujtahidin. Then they were silent and neither denied this opinion clearly nor did they agree with it clearly.

Example: Ijmak ruling on vape and smoking

Questions that come to your mind?

Answer to those questions.

References:

1. *https://muftiwp.gov.my/en/artikel/irsyad-usul-fiqh/1530-irsyad-usul-al-fiqh-siri-ke-3-*
2. *https://www.linkedin.com/pulse/20140712171718-55327442-qiyas-in-islamic-law-a-brief-introduction*
3. *https://muftiwp.gov.my/artikel/irsyad-usul-fiqh/1530-irsyad-usul-al-fiqh-siri-ke-3-sumber-sumber-hukum-dalam-ilmu-usul-al-fiqh*
4. *https://muftiwp.gov.my/en/artikel/irsyad-fatwa/irsyad-fatwa-umum-cat/1905-irsyad-fatwa-series-63-the-ruling-of-electronic-cigarettes-or-vape*

Action Summary Here

Mind map

2.3 Explain the Islamic cleaning process according to Shariah law

2.3.1 Explain the concept of thoharah

Arabic for "purity," Taharah is a phrase In terms of language, the pronunciation of taharah (طهارة) means clean and free from all impurities, whether in the form of hissiah (external) like urine, or in the form of ma'nawiyyah (inner) like vile and immoral traits. [2]

In terms of terms, taharah is cleaning the excrement, either the Aini excrement which has a visible nature, i.e. the color or smell like excrement, or the hukmi excrement, which is all the excrement that has dried and the effect has disappeared like a shirt that has been touched by urine then it dries and the effect is no longer apparent. [1]

Physical taharah entails keeping one's body, clothing, and surroundings free of anything considered Najs, or unclean, by one's beliefs. *"Prayer is the road to heaven," Allah's prophet declared, and "purity is the key to prayer*." 294 (Mishkat al-Masabih)

When we study the Types Of Taharah, we learn that we must achieve certain cleanliness requirements before we can reach Allah's presence and have our devotion approved.

The ONLY type of water to be used in Islamic cleansing is MUTLAK water. Mutlak water is water that is perfectly pure (can be used) and purifying (can be used to lift hadas and purify najis). It consist of all the water that comes down from the sky and comes out of the ground.

Rain water, snow, sea water, water from rivers, spring water, water from wells, dew are all mutlak water.

Questions that come to your mind?

Answer to those questions.

References:

1. *https://lifequran.com/blog/what-is-taharah-purity-and-types-of-taharah-in-islam*
2. *https://akumuslim.asia/taharah-jenis-air-jenis-najis-cara-untuk-taharah/#maksud*
3. *https://akumuslim.asia/taharah-jenis-air-jenis-najis-cara-untuk-taharah/#maksud*

Action Summary Here

2.3 Explain the Islamic cleaning process according to Shariah law

2.3.2 Identify the type of najs

Najs literally means "impurity," as in blood, urine, or feces. In Shariah law, najs refers to any impurity that renders prayers invalid.

Najs is classified into three categories:

i. Muhghallazah (severe) such as dogs, pigs, and their descendants or birth from either of them;
Cleansing method: Remove najis and rinse seven times with clean water, one of which is water mixed with soil/clay. This cleansing technique is known as sertu.

ii. Mutawassitah (medium) such as blood, pus, feces, and so on; and
Cleansing method: Remove the najis and wash with free flowing clean water until the appearance/color, odor, and feel are gone.

iii. Mukhaffafah (light) namely urine of a baby boy who is solely on breastfeeding and has not reached the age of two years old.
Cleansing method: Remove the najis and spray water on the affected area.

Questions that come to your mind?

Answer to those questions.

References:

1. *New Approach of Samak Clay Usage for Halal Industry Requirement Norrahimah Kassima , Puziah Hashima* Dzulkifly Mat Hashima , Hamdan Jolb*

Action Summary Here

2.3.3 Describe the method of Islamic cleaning process

a. Sertu: Sertu means to cleanse anything of mughallazah najs like dogs, pigs, and their descendants. Mughallazah najs should be cleansed once with soil-mixed water and then six times with clean/mutlak water.

1. Sertu must be done if any surface on the human body has touched any dogs, pigs, and their descendants or birth from either of them; if both surfaces are wet.
2. Sertu must be done on equipments, machines, vehicles etc. if came in contact with the abovementioned elements of najs mughallazah.

b. Dibagh / Samak

Samak or tanning is taken from the Arabic word الدبغ which means, the method of purifying the skin of animals that can be eaten or not, that is by removing blood, meat and everything that is attached to the leather that can rot if not removed with sharp tools such as alum or manjakani fruit and the like (Matla' al-Badrain (25)[1]

Questions that come to your mind?

Answer to those questions.

References:

1. *https://muftiwp.gov.my/artikel/al-kafi-li-al-fatawi/3545-al-kafi-1316-beza-sertu-dengan-samak*

Action Summary Here

2.3.3 Describe the method of Islamic cleaning process

c. quarantine (al-Jallalah animals)

Al-Jallalah is applicable to animals that eat filth, carcass, and pig byproducts, as well as plants that thrive in filthy regions, however as previously established, the traditional literature limit al-Jallalah animals to the goat, cow, chicken, and camel. As the difficulties have extended, it is now applicable to different species such as aquaculture based on Qiyas (analogical reasoning). There have been fatwas issued in Malaysia and other Islamic nations to address this topic.

According to Islamic law, a Muslim's food should be "Halalan Tayyiban," which means "legally permissible" as well as "hygiene, safe, clean, and wholesome."

The feed components must be free of illegal or najs elements such as blood.

Therefore, these animals must be quarantined and given feeds that are free from the abomentioned impure elements:

Even so, the netted animal should be eaten when it has passed a reasonable quarantine period, which is at least seven (7) days.

- Ibn Hajr in Tuhfa indicated that every type of animal has different quarantine times;

- 40 days for camels,
- 30 days for cattle,
- 7 days for goats and
- 3 days for chickens (Al-Khalidi, 1996), and
- 1 day for fish [5]

Questions that come to your mind?

Answer to those questions.

References:

1. *https://muftiwp.gov.my/artikel/al-kafi-li-al-fatawi/3545-al-kafi-1316-beza-sertu-dengan-samak*

Action Summary Here

Mind map

You finished Topic 2: Global Halal Market Requirements

WELL DONE!

Sample exercise & past semesters' questions

EXERCISE

1. What are the fundamentals of halal?
2. List THREE Shariah law terms and explain them in detail.
3. Define halal
4. Define haram
5. Define syubhah (Mashbooh)
6. List the sources of halal food in Islam
7. List the sources of haram food in Islam
8. Classify each source of halal food in Islam.
9. Describe 4 principles of halal and haram in ISlam
10. List the FOUR (4) sources of Islamic law
11. Explain the concept of thoharah
12. Identify the THREE (3) types of najs
13. Describe sertu cleaning process
14. Describe dibagh/samak cleansing process
15. Why do we have to quarantine the animals that are classified as al-Jallalah.

PAST SEMESTER QUESTIONS

QUESTION 1:

]. All food that is permissible to eat according to the teachings of Islam is called Halal food meanwhile the opposite of Halal is Haram or forbidden. In offering halal products to your customers, examine **FOUR (4)** sources of halal food in Islam.

Semua makanan yang boleh dimakan menurut ajaran Islam dinamakan makanan Halal manakala yang bertentangan dengan Halal adalah Haram atau tidak dibenarkan. Dalam menawarkan produk halal kepada pelanggan anda, semak EMPAT (4) sumber makanan halal dalam Islam.

[10 marks]

QUESTION 2:

Islam places great emphasis on cleanliness, in both physical and spiritual aspects. In Islam the Arabic term for purity is Thoharah. Table 2(c) shows two cases of the Islamic cleaning process. Table 2(c) / Jadual 2(c) Muslims come into contact with dogs.

Islam sangat menitikberatkan kebersihan, baik dari segi jasmani mahupun rohani. Dalam Islam istilah Arab untuk kesucian ialah Thoharah. Jadual 2(c) menunjukkan dua kes proses pembersihan Islam

Based on Table 2(c), answer the following questions.
Berdasarkan Jadual 2(c), jawab soalan berikut:

i. Classify the methods of Islamic cleaning for Case A and Case B.
Kelaskan kaedah pembersihan bagi Kes A dan Kes B.

[2 marks]

ii. Based on answer (i), explore the process of the Islamic cleaning for Case A and Case B.
Berdasarkam jawapan (i), terokai proses pembersihan Islam bagi Kes A dan Kes B.

[10 marks]

Table 2(c) / *Jadual 2(c)*

CASE A	**CASE B**
Muslims come into contact with dogs *Muslim bersentuhan dengan anjing*	Goats suckle milk from dog *Kambing menyusu dengan susu anjing*

Topic 3.0
GREEN RETAILING

3.1 Define Green Retailing

- Green Retailing (GR) is the management of retail businesses that care about the environment and use environmentally friendly techniques. It is a management technique that seeks environmental preservation in order to improve the retail value chain by decreasing waste, boosting efficiency, and lowering prices. It is a multidimensional concept that encompasses various procedures (means) and aims (end), as well as the important players involved. [1]
- Retailers play a significant role in the supply-demand value chain for environmentally conscious items.
- Customers may choose a product with lean and eco-friendly packaging, or they may prefer to purchase at a store where retailing communication emphasizes the energy-saving push at their stores.

Questions that come to your mind?

Answer to those questions.

References:

1. *Sinha, R., & Chaudhuri, R. (2014). Green retailing: environmental strategies of organized retailers and competitive advantage. International Postgraduate Business Journal, 6(1), 115-119.*

Summary/Notes

Mind map

3.2 World Green Technology Initiatives and Certifications

a. Climate Savers Computing Initiatives (CSCI)
Background 2007: The Climate Savers Computing Initiative was a non-profit organization comprised of consumers, corporations, and conservation organizations dedicated to promoting smart technologies that enhance power efficiency and minimize computer energy use. It was founded in 2007 in Portland, Oregon.[1] Climate Savers Computing Initiative merged with The Green Grid in July 2012, and its programs are now part of that organization.

Participants: Computer manufacturers (PC and servers), computer and chip manufacturers, as well as environmental organizations, energy corporations, retailers, and government entities - datacenters in corporations

Goal: The new environmental initiative aimed to save energy and reduce greenhouse gas emissions by establishing targets for energy-efficient computers and components and encouraging the global adoption of energy-efficient computers and power management technologies.

- For PCs: from July 2010 to June 2011, the requirement was raised to 90% minimum efficiency for the PSU at 50% of rated output (and 87 percent minimum efficiency at 20% and 100% of rated output). 80 Plus Gold level is equivalent.
- For Servers: between July 2009 and June 2010, the requirement was raised to 92 percent minimum efficiency for the PSU at 50% of rated output (and 88 percent minimum efficiency at 20% and 100% of rated output).

On July 19, 2012, Climate Savers Computing Initiative and The Green Grid announced a merger, with Climate Savers Computing Initiative's programs and membership moving under The Green Grid brand to build on TGG's success in improving resource efficiency in information technology and data centers. TGG and CSCI combined their distinct but closely aligned resources to speed energy efficiency and sustainability adoption in the IT and communications industries.

Questions that come to your mind?

Answer to those questions.

References
1.https://en.wikipedia.org/wiki/Climate_Savers_Computing_Initiative

Summary/Notes

3.2 World Green Technology Initiatives and Certifications – continued

b. The Electronic Product Environmental Assessment Tool (EPEAT) 2005

The EPEAT ecolabel is controlled by the Global Electronics Council (GEC). The standards of ISO 14024, which are necessary for managing a Type 1 ecolabel, have been satisfied by GEC.
The guidelines for the EPEAT ecolabel are determined by GEC.

1. The dominant Type 1 ecolabel for goods and services in the technology industry is the EPEAT label.

2. More products from a wider variety of producers are identified by it than by any other equivalent ecolabel. products available now

This Registry contains a list of "active" EPEAT-registered products that meet the EPEAT standards. Here you may see the specifications for each EPEAT product category. Customers can conduct product searches by manufacturer, product category, location of intended usage, or EPEAT rating (Bronze/Silver/Gold).

Displays and computers
imaging technology
Mobile devices
Modules and inverters for solar power
Televisions and servers
commercial goods

Questions that come to your mind?

Answer to those questions.

References
1.https://en.wikipedia.org/wiki/Climate_Savers_Computing_Initiative

Summary/Notes

3.2 World Green Technology Initiatives and Certifications -continued

c. The Green Grid 2007: The Green Grid is a non-profit industry partnership comprised of end-users, policymakers, technology providers, facility architects, and utility companies working together to increase data center resource efficiency.

As company requirements grow, so does the number of data center buildings that hold an increasing amount of IT equipment. Data center managers have resource constraints in terms of electrical power, cooling, and space.

Water Usage Effectiveness (WUE), a new sustainability statistic suggested by the Green Grid in March 2011, seeks to take into account the amount of water used by data centers in their cooling systems.

Participants:
https://www.thegreengrid.org/en/about-us/members **(Students check-out the participants on this site and list them on the Mind Map space)**

The Green Grid joined the Information Technology Industry Council as an affiliate member in April 2019.

To understand The Green Grid, students must read this note together with **Climate Savers Computing Initiatives CSSI.**

Questions that come to your mind?

Answer to those questions.

References
1.https://en.wikipedia.org/wiki/The_Green_Grid
2. https://www.thegreengrid.org/

Summary/Notes

3.2 World Green Technology Initiatives and Certifications -continued

d. Energy Star 2010:
The U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) jointly administer the Energy Star program, which goes by the trademark ENERGY STAR.

Explanation:
1. The program uses many standardized techniques to offer information on the energy usage of items and equipment.
2. Homes, businesses, industrial operations, and more than 75 other recognized product categories can all be identified by the Energy Star label.
3. In the US, the Energy Guide appliance label of compliant devices also displays the Energy Star logo.

Products:
Room air conditioner
Refrigerators
Washers
Dryers
Light bulbs
Heat pump water heaters Commercial dishwashers
Air-source heat pumps
75 different certified
product categories,
homes, commercial
buildings, and industrial plants
Consumer products

Questions that come to your mind?

Answer to those questions.

References
1.https://en.wikipedia.org/wiki/Climate_Savers_Computing_Initiative

Summary/Notes

3.2 World Green Technology Initiatives and Certifications -continued

e. TCO Certification 1992:

The Swedish Confederation of Professional Employees established TCO certification to ensure that any computers acquired by businesses adhere to environmental requirements and are adequately ergonomic to prevent users from experiencing long-term problems.

Explanation:
1. Products including displays, notebooks, tablets, smartphones, desktop PCs, and other items are eligible for TCO certification.
2. White collar work settings gave rise to numerous complaints from workers who experienced visual exhaustion and visual stress after-hours (also known as "VDU sickness"). In actuality, the flickering and jitter of early computer displays regularly caused eye strain and headaches.

Products:
Computer displays,
notebooks, tablets,
smartphones, desktop computers and others
Businesses

Questions that come to your mind?

Answer to those questions.

References
1.https://en.wikipedia.org/wiki/Climate_Savers_Computing_Initiative

Summary/Notes

Mind map

3.3 Goals of Green Retailing

a. Sustainability:

- The importance of sustainability has increased recently across several corporate sectors.
- The Triple Bottom Line strategy was created to help businesses integrate sustainability into their operations. It distinguishes between three pillars: The first three are social, second is environmental, and third is economic (Elkington, 1998).
- According to the International Institute for Sustainable Development, "sustainable development" is defined as "adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future" (World Commission on Environment and Development, 1987).

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References

Books/links

Action Summary Here

3.3 Goals of Green Retailing

b. "Cradle to cradle" design:

- A sustainable business model called "cradle to cradle" imitates nature's regenerative cycle, in which trash is recycled.
- When an animal or tree dies or leaves behind waste, the waste in nature decomposes and produces nutrients for other processes.
- Remaking the way we manufacture things is how the design philosophy Cradle to Cradle is best described.
- It is a recognized product standard that incorporates a number of qualities, such as secure materials, ongoing material recovery and reuse, pure water, renewable energy, and social justice.

Questions that come to your mind?

Answer to those questions.

Summary/Notes

References

Books/links

Action Summary Here

3.3 Goals of Green Retailing

c. Source reduction:
First definition:

- Source reduction refers to reusing things and making changes to how they are designed, made, bought, or used in order to lessen their quantity or toxicity before they are turned into municipal solid trash.
- Reusing goods or resources is a part of source reduction.

The second definition:

- The elimination of trash before it is formed is known as source reduction, commonly referred to as waste prevention or pollution prevention.
- In order to lessen the quantity or toxicity of what is thrown away, materials and products must be designed, manufactured, bought, or used. Source reduction entails preventing waste before it occurs.

Goal: By reducing energy use and pollution, protecting natural resources, and extending the useful life of landfills, source reduction practices help the environment.

Questions that come to your mind?

Answer to those questions.

References:
1. *https://www.linkedin.com/pulse/what-business-feasibility-viability-sustainability-lebogang-mashego/*

Books/links

Action Summary Here

3.3 Goals of Green Retailing

d. Viability:

- In plain language, viability means the capacity to stay alive, sustain its life, grow and develop.
- Second: It also means a commercial assessment of a company's capacity to meet ongoing financial obligations with a cushion of safety to sustain trading and investment in the future.
- Third: A business's ability to survive is referred to as "viability." The viability of this survival depends on its financial standing and performance.
- A company is viable if and only if:

1. It's making enough money to pay off its debts to creditors and give the owner of the business a return.
2. It has enough cash in hand to last for an extended length of time without making a profit.

With the acceptance of Green Retailing Strategy, it is believed that a green retail business will be viable because it is able to sustainable due to the practices of 'cradle-to-cradle design" and source reduction.

Questions that come to your mind?

Answer to those questions.

References:

1. *https://www.lloydsbank.com/business/a-guide-to-viability.html#:~:text=Viability%20is%20a%20commercial%20judgement,support%20future%20investment%20and%20trading.*

Books/links

Action Summary Here

Mind map

CONGRATS!

You finished Topic 3: Green Retailing

WELL DONE!

Sample exercise & past semesters' questions

EXERCISE

1. Define Green Retailing.
2. Explain each of the following World Green Technology Initiatives and Certifications and how would you apply any of them into your Green Retail business?
   a. Climate Savers Computing Initiatives (CSCI)
   b. The Electronic Product Environmental Assessment Tool (EPEAT)
   c. The Green Grid
   d. Energy Star
   e. TCO Certification
3. Explain the following goals of Green Retailing and how it benefits your Green Retail Business
   a. Sustainability
   b. “Cradle to cradle” design
   c. Source reduction
   d. Viability

PAST SEMESTER QUESTIONS

QUESTION 1:
Define green retailing.
Takrifkan peruncitan hijau.

[3 marks]

QUESTION 2:

Explain **FOUR (4)** goals of green retailing.
Terangkan EMPAT (4) matlamat peruncitan hijau.

[10 marks]

QUESTION 3:
A challenge faced by electronic product sellers is to find a vendor which supplies certified green electronic products. As an electronic product seller, differentiate the folowing World Green Technology Initiative and Certifications programs:

Cabaran yang dihadapi penjual produk elektronik adalah untuk mencari vendor yang membekalkan produk elektronik hijau yang disahkan. Sebagai penjual produk elektronik, bezakan program Inisiatif dan Pensijilan Teknologi Hijau Dunia berikut:

i. The Electronic Product Environmental Assessment Tool (EPEAT)
Alat Penilaian Alam Sekitar Produk Elektronik

[4 marks]

ii. Climate Savers Computing Initiatives (CSCI)
Inisiatif Pengkomputeran Penjimat Iklim

[4 marks]

iii. Energy Star
Energy Star

[4 marks]

Topic 4.0
RETAIL TECHNOLOGIES

4.1 Explain retail technologies
4.1.1 Explain brick-and-clicks shopping capabilities

a. online retailing websites
Online retail is a subset of eCommerce in which a company uses a website to offer products or services to customers directly. They might own the website itself, or it might belong to a bigger shop or marketplace like Amazon.

The idea of online retail is similar to that of traditional retail. Customers enter the store, browse a well-organized assortment of items, and then pay for their purchases at the register. Just as brick-and-mortar retail happens in person, online retail happens over the Internet. [1]

b. social media
Social media refers to methods of communication where individuals produce, share, and/or exchange knowledge and concepts in online groups and networks. The primary accounts on Facebook, Twitter, Instagram, LinkedIn, and YouTube are managed by the Office of Communications and Marketing. [2]

Principles of Social Media:

1. Social media is about dialogues, community, engaging with the audience, and establishing relationships. These are the key principles for social media managers.
2. It is more than just a broadcast medium or a tool for advertising and sales.
3. Retailers' genuineness, candor, and open communication are essential.
4. Retailers can respond to what people are saying about you on social media in addition to hearing what they are saying. First, listen, and then speak.
5. Retailers can be enticing, beneficial, pertinent, and entertaining. Don't be scared to attempt new things, but make sure they make sense before you start.

Questions that come to your mind?

Answer to those questions.

References:

1. *https://www.wix.com/encyclopedia/definition/online-retail#:~:text=Online%20retail%20is%20a%20type,brick%2Dand%2Dmortar%20retail.*
2. *https://communications.tufts.edu/marketing-and-branding/social-media-overview/#:~:text=Social%20media%20refers%20to%20the,Instagram%2C%20LinkedIn%20and%20YouTube%20accounts.*

Summary/Notes

Mind map

4.1 Explain retail technologies
4.1.1 Explain brick-and-clicks shopping capabilities

c. mobile marketing
Any form of advertising that uses mobile devices, such as tablets and smartphones, to advertise goods and services is known as mobile marketing. It uses characteristics of contemporary mobile technology, such as location services, to customize marketing campaigns according to a person's location.

Technology can be applied to mobile marketing to offer personalized promotions of products or services to a user who is always connected to a network. [3]

Principles of Mobile Marketing:

1. Mobile marketing is a type of advertising that makes advantage of mobile devices, such as push notifications and text promotions for apps.
2. Instead of segmenting audiences for mobile marketing by demographics, we do so by behaviors.
3. A part of mobile advertising is mobile marketing.
4. Privacy concerns relating to data acquisition are present in marketing.
5. Compared to traditional marketing on radio and television, mobile marketing is far less expensive. [3]

Questions that come to your mind?

Answer to those questions.

References:

1. *https://www.wix.com/encyclopedia/definition/online-retail#:~:text=Online%20retail%20is%20a%20type,brick%2Dand%2Dmortar%20retail.*
2. *https://communications.tufts.edu/marketing-and-branding/social-media-overview/#:~:text=Social%20media%20refers%20to%20the,Instagram%2C%20LinkedIn%20and%20YouTube%20accounts.*
3. *https://www.investopedia.com/terms/m/mobile-marketing.asp#:~:text=our%20editorial%20policies-,What%20Is%20Mobile%20Marketing%3F,based%20on%20an%20individual's%20location.*

Books/links

Summary/Notes

Mind map

4.1 Explain retail technologies
4.1.2 Explain world-class digital retail capabilities

a. self-checkout - Self-checkout (SCO) machines, often referred to as aided (ACO) or self-service (SSC) checkouts, are devices that enable customers to complete their own transactions from a retailer without requiring a conventional staffed checkout. [1]

Customers using self-checkout systems often need to:

1. Scan product barcodes if they are present.
2. Without barcodes, weigh things (like fresh vegetables) and choose the variety on the touchscreen.
3. Put everything that was scanned in the bagging area.
4. The consumer can only proceed if the observed and expected weights match after the weight observed in the bagging area is compared to previously stored data to guarantee that the right item is bagged.

Note: Typically, there is at least one supervising employee on duty who can assist customers as needed, authorize the sale of age-restricted goods like alcohol, tobacco, knives, and prescription medications, remove or de-sensitize electronic article surveillance equipment, and provide additional loss prevention and customer service. [1]

Questions that come to your mind?

Answer to those questions.

References:

1. *https://en.wikipedia.org/wiki/Self-checkout#:~:text=Self%2Dcheckouts%20(SCOs)%2C,needing%20a%20traditional%20staffed%20checkout.*

Books/links

Summary/Notes

4.1 Explain retail technologies
4.1.2 Explain world-class digital retail capabilities

b. Virtual Reality (VR)
The retail industry has undergone a revolution because to virtual reality (VR). With the help of this cutting-edge technology, retailers have a rare chance to give their customers a more enjoyable and memorable shopping experience. Because it may give customers an immersive and engaging buying experience that traditional brick-and-mortar businesses cannot match, virtual reality (VR) is important to the retail sector.

Customers being able to try on clothes, view furniture in their homes, and experience things before making a purchase is one of the key advantages of VR in the retail sector. By decreasing the price of tangible product samples and returns, this raises client pleasure and engagement. Retailers can better serve their customers by giving them a virtual environment that closely matches the real world. [2]

Benefits:

1. offer new level of engagement to customers
2. provide immersive shopping experience
3. 360 degrees of products visibility
4. using VR can help retailers to create personalized or tailor shopping experience according to customer preferences.
5. VR can help customers to visualize how product could look in their home or how clothes would look on their bodies before making any purchases.
6. Retail staff members can receive VR training on new products, customer service methods, and other skills. This can boost staff' readiness and confidence when speaking with consumers.
7. In order to give customers access to goods they might not otherwise have had, VR can help retailers reach out to clients in remote or underserved locations.

Examples: IKEA, Nordstorm, L'Oreal, BMW, Tesco.

Questions that come to your mind?

Answer to those questions.

References:

1. *https://en.wikipedia.org/wiki/Self-checkout#:~:text=Self%2Dcheckouts%20(SCOs)%2C,needing%20a%20traditional%20staffed%20checkout.*
2. *https://www.linkedin.com/pulse/impact-virtual-reality-in-store-shopping-revolutionizing/*

Summary/Notes

4.1 Explain retail technologies
4.1.2 Explain world-class digital retail capabilities

c. Artificial Intelligence (AI) - AI is being used in the retail sector for a variety of purposes, including improving inventory management, preventing fraud, and improving customer service. It is anticipated that AI will continue to gain prominence across a range of industries as a result of technological developments and growing usage. [3]

The retail sector benefits greatly from AI.

1. Through the analysis of client data and the creation of specialized recommendations, it makes shopping experiences more personalized.
2. Artificial intelligence (AI) algorithms improve supply chain efficiency by forecasting demand and managing inventories more effectively.
3. Retailers use chatbots, virtual assistants, and voice assistants powered by AI to improve customer experience by offering quick and individualized assistance.
4. AI supports retailers in setting competitive prices and maximizing revenues through price optimization.
5. Customers may search for products using images or descriptions thanks to visual search technology driven by AI, which enhances product discovery. [3]

Questions that come to your mind?

Answer to those questions.

References:

1. *https://en.wikipedia.org/wiki/Self-checkout#:~:text=Self%2Dcheckouts%20(SCOs)%2C,needing%20a%20traditional%20staffed%20checkout.*
2. *https://www.linkedin.com/pulse/impact-virtual-reality-in-store-shopping-revolutionizing/*
3. *https://www.tokinomo.com/blog/artificial-intelligence-in-retail#:~:text=Integrating%20AI%20in%20retail&text=AI%20algorithms%20optimize%20inventory%20management,providing%20instant%20and%20personalized%20support.*

Summary/Notes

4.1 Explain retail technologies
4.1.2 Explain world-class digital retail capabilities

d. Autonomous robot - Brick and mortar retailers now have the visibility that e-commerce behemoths enjoy from monitoring all of their digital platforms thanks to autonomous robots. They bridge the information chasm between online and brick-and-mortar stores, enabling retailers to get sales velocity, sell-through, and a host of other data. [4]

Usage of autonomous robots in retailing:
1. robotic palletizers
In many retail businesses, palletizing robots are now a well established technology that are typically utilized for logistics and shipping. The robots load freight pallets for shipping on their own.
The fact that palletizing robots take this laborious operation out of the hands of human workers is a huge advantage. They also expedite shipping while minimizing harm and enhancing consistency in palletizing.

2. Robotic inventory management
Currently, warehouse organization, item logging, and shelf scanning are all done by robots. This results in better stock management and more accurate inventory counts.
Other robotic operations, including packaging or palletizing, can also integrate the scanning and product tracking tasks.

3. Automated product packaging
Additionally, primary and secondary packaging duties involving the individual wrapping of goods or the assembly of boxes are increasingly being handled by robots.
You may expedite packaging and make the process more dependable by introducing robots at this point, which will result in quicker delivery times and more customer satisfaction.

Questions that come to your mind?

Answer to those questions.

References:
1. *https://en.wikipedia.org/wiki/Self-checkout#:~:text=Self%2Dcheckouts%20(SCOs)%2C,needing%20a%20traditional%20staffed%20checkout.*
2. *https://www.linkedin.com/pulse/impact-virtual-reality-in-store-shopping-revolutionizing/*
3. *https://www.tokinomo.com/blog/artificial-intelligence-in-retail#:~:text=Integrating%20AI%20in%20retail&text=AI%20algorithms%20optimize%20inventory%20management,providing%20instant%20and%20personalized%20support.*
4. *https://www.jabil.com/blog/autonomous-robots-retails-new-secret-weapon.html#:~:text=Autonomous%20robots%20give%20brick%2Dand,through%20and%20so%20much%20more.*
5. *https://blog.robotiq.com/7-exciting-and-effective-applications-for-robotics-in-retail#:~:text=Modern%20retail%20customers%20now%20expect,are%20in%20manufacturing%20and%20logistics.*

Summary/Notes

4.1 Explain retail technologies
4.1.2 Explain world-class digital retail capabilities

d. Autonomous robot - continued

4. Robotic delivery
The delivery of goods is also beginning to be done by robots. This can be done both inside, like as moving goods between rooms in a warehouse, and externally, such as shipping goods to clients.

Delivery robotics, especially last mile delivery, appears to be one of the primary development areas in retail robotics in the upcoming years.

5. Store-based robots
In-store robots are one area that is still largely experimental at the moment. Robots for stock management and even customer service are examples of this.

The robot that retailer Lowe's put to assist consumers in finding things in the store serves as an illustration of in-store robotics in action. The robot also carries out real-time inventory tracking at the same time.

6. Robotics for automated shelf-stocking
Robots can also automate the process of stocking shelves in warehousing. By doing this, both the workload on human workers and the risk of damage from carrying big objects are reduced.

Businesses have transitioned nearly totally to robotic warehousing, including Amazon. This enables them to use artificial intelligence to precisely control stock and streamline warehousing procedures.

7. Automated picking robotics
Finally, robots can automate the process of selecting products and picking them for shipment. This can help reduce the errors associated with manual picking. Another form of automated picking is when robots are combined with quality sensors to remove defective products automatically from production lines.

Questions that come to your mind?

Answer to those questions.

References:
1. *https://en.wikipedia.org/wiki/Self-checkout#:~:text=Self%2Dcheckouts%20(SCOs)%2C,needing%20a%20traditional%20staffed%20checkout.*
2. *https://www.linkedin.com/pulse/impact-virtual-reality-in-store-shopping-revolutionizing/*
3. *https://www.tokinomo.com/blog/artificial-intelligence-in-retail#:~:text=Integrating%20AI%20in%20retail&text=AI%20algorithms%20optimize%20inventory%20management,providing%20instant%20and%20personalized%20support.*
4. *https://www.jabil.com/blog/autonomous-robots-retails-new-secret-weapon.html#:~:text=Autonomous%20robots%20give%20brick%2Dand,through%20and%20so%20much%20more.*
5. *https://blog.robotiq.com/7-exciting-and-effective-applications-for-robotics-in-retail#:~:text=Modern%20retail%20customers%20now%20expect,are%20in%20manufacturing%20and%20logistics.*

Summary/Notes

4.1 Explain retail technologies

4.1.3 Explain unique and compelling in-store experience

a. Customer service - by using VR, AI and Autonomous robot will assist customer in having access and help in viewing, selecting, browsing and picking the right products efficiently.

b. Quality products - AI can assist customers to acquire quality products due to the ability of processing vast amount of data in an instant. Customers may use keywords to search for products and the AI can suggest a few selections of product to them.

c. Omnichannel - Omnichannel is a commercial approach that strives to offer a seamless purchasing experience through all channels, including online, mobile, and in-store. Therefore the usage of self-checkouts, AI, VR and autonomous robots are vital to ensure the flow of transactions between all the channels involved are smooth and seamless.

d. Sustainability of product supply - A company's attempts to take into account the effects of their products' trip through the supply chain, from the procurement of raw materials to manufacture, storage, distribution, and every transportation connection in between, are referred to as supply chain sustainability. The objective is to have a beneficial impact on the people and communities in and around their operations while minimizing environmental harm from elements including energy consumption, water consumption, and waste creation. These worries are in addition to the regular issues about revenue and profit in the corporate supply chain. By using the retail technology; self-checkouts, AI, VR and autonomous robots, consumer behavior is recorded and retailers can fulfill their need and demands at the right time, amount and place without leaving any traces of surplus or non-selling products.

Questions that come to your mind?

Answer to those questions.

References:
6. https://www.netsuite.com/portal/resource/articles/erp/supply-chain-sustainability.shtml#:~:text=Supply%20chain%20sustainability%20refers%20to,every%20transportation%20link%20in%20between.

Summary/Notes

Mind map

4.2 Explain E-tailing

4.2.1 Describe the role of websites, blogs and social media.

- **The Role of Website:**

1. **Having a website (especially a well-made one) creates the appearance** that you are serious and prepared to do business with all types of clients rather than simply being the "corner shop" down the street.
2. **Become a resource for information.** Having a website is a great way to establish yourself as a subject-matter expert if your company operates in a niche market.
3. **Own Your Brand Name.** It is simple and quick to strengthen your brand identity by setting up a website and purchasing the domain name (www.businessexample.com) for your company.
4. **Boost SEO Positions.** When you conduct an online search on a platform like Google, Bing, or Yahoo, a list of websites that address your inquiry will appear. You can use SEO (Search Engine Optimization) strategies to raise the rating of your company website on such search engines.
5. **Increase Online Leads.** Getting more website traffic is fantastic, but getting more customers is even better. Your potential leads are more likely to call, sign up, or make a purchase from your business when your website is properly optimized. You may make your website your company's top salesperson.
6. **Build Your Mailing List.** Add a form for people to sign up for your mailing list after your website is complete. Now that you have a database of possible consumers, you can quickly reach them.

.... more roles... refer the slides... draw your Mind Map

Questions that come to your mind?

Answer to those questions.

References

Summary/Notes

Mind map

4.2 Explain E-tailing

4.2.1 Describe the role of websites, blogs and social media.

- **The Role of Blogs:** With the web's overabundance of content, you could be excused for believing that starting and maintaining a business blog would be a difficult and time-consuming task that you just didn't need at this moment. especially if your company is just starting off. However, one of the most economical business tools available is a blog. Here are just a few advantages that blogging may have for your company, along with tips on how to make sure you get the most out of your content writing efforts.

1. **Create authority.** Blog articles are an effective approach to establish yourself as an authority in your field and to show your knowledge. By consistently publishing high-quality, user-friendly blog posts, you can give readers the impression that you have a thorough understanding of both your target market and their needs, in addition to your business**.**
2. **SEO:** Regularly adding high-quality pages to your blog will increase your chances of appearing in search engine results pages (SERPs), which will drive more traffic to your site and give you more opportunities to convert those curious visitors into customers. Search engines prefer websites with a steady stream of fresh content to index.
3. **Time-effective:** A few mouse clicks may put one insightful piece of material in front of hundreds or even thousands of readers by posting it to your blog and sharing it on social media. How long do you suppose it would take to contact each client separately? In the grand scheme of things, blogging is a really time-efficient tactic.
4. **Link building:** You'll quickly amass a sizable network of business contacts if you begin conducting blogger outreach and accepting guest posts on your site. Building connections with other experts in your field is an excellent networking strategy since they will learn about your abilities and are more likely to consider you for opportunities in the future.
5. **Gain key data about your audience by analyzing their activity:** You'll learn insightful stuff about items like: 1. The types of blog content ('How To' articles, videos, interviews, etc.) that your audience prefers. 2. When they are most active during the day. 3. What subjects or topics most interest them

.... more roles... refer the slides... draw your Mind Map...

Questions that come to your mind?

Answer to those questions.

References

Summary/Notes

Mind map

4.2 Explain E-tailing

4.2.1 Describe the role of websites, blogs and social media.

- **The Role of Social Media:** You have a fantastic potential to expand your business using social media. [2]

1. **You have a direct connection with your audience:** One of the few marketing techniques that enables you to communicate directly with your audience is social media. You are aware of those that are interested in your company since they choose to follow you on social media.
2. **You appeal to huge crowds:** Social media sites are used by millions of users. It's a fantastic chance for your company to get in front of lots of potential customers that are interested in your goods or services.
3. **You may produce natural content:** An amazing perk of social media for businesses is the possibility to post organic content for free. This presents numerous free options for your business to get in touch with quality leads. One of the main motives for why businesses adore employing these platforms is this.
4. **You can use the paid services advertisements:** Paid adverts give your company the chance to get in touch with prospects who are interested but haven't found you yet. You can customize your adverts on social media sites so that they show up in the feeds of users who are interested in your goods and services. This presents a fantastic opportunity for your company to broaden its clientele and gather fresh leads. You assist more potential customers in finding your company, which generates more followers and sales for your company.
5. **You increase website traffic:** You can post material with a link to your website on the majority of social networking sites. You can persuade your viewers to click the link if you produce intriguing content. This points them to your website so they may read more about your company there.

.... more roles... refer the slides... draw your Mind Map...

Questions that come to your mind?

Answer to those questions.

References:

1. *https://www.webfx.com/internet-marketing/social-media-marketing-advantages-and-disadvantages.html*
2. *https://www.searchenginejournal.com/social-media-statistics/480507/#:~:text=Social%20Media%20Statistics%20Worldwide,increase%20year%2Dover%2Dyear*.

Summary/Notes

Mind map

4.2 Explain E-tailing

4.2.2 Explain the characters of online shoppers

a. gender and age: Research done [1] found that shopping online is not influenced by age and gender because it has already become a common place for everyone to shop. **[1]** Online shopping habits and behavior among South Africans advanced quickly in 2022. According to the Online Retail in South Africa 2023 research, which was published by World Wide Worx and Mastercard, online shopping increased dramatically from 27% of adult South Africans in 2020 to 38% in 2022. **[3]** The study showed a 40% increase in overall shopping volume. With 41% of men and 36% of women using online shopping, the typical gender split that was dominated by men in the early years still exists. [3] Online purchasing had 'normalized' all age groups during the epidemic; at the time, penetration ranged from 27% to 30% across all age groups up to 64 years. Only the 65+ age group saw a significant drop to 19%.

There were two significant shifts in 2022. The first was that the pattern of age-based shopping had returned; it had peaked in the 25–34 age range and then steadily declined with each subsequent age group. The second noticeable change was a sharp decline in internet shopping among people 65 and older. While the majority of age groups showed reasonably high levels of agreement (24% to 30%) with the statement that shopping in-store is better than shopping online, this number climbed considerably to 41%.[3]

b. income and education: Education and income were the two factors that had the strongest positive link with internet shopping. Online shopping was preferred by 54% of those with tertiary education, compared to only 20% of those with less than a high school diploma. The tendency to shop online increased gradually as income level increased, from 22% for those making less than R2,500 per month to 62% for those making more than R50,000.[3]

Questions that come to your mind?

Answer to those questions.

References:

1. *Hernández, Blanca, Julio Jiménez, and M. José Martín. "Age, gender and income: do they really moderate online shopping behaviour?." Online information review 35.1 (2011): 113-133.*
2. *Al Hamli, Sarah S., and Abu Elnasr E. Sobaih. "Factors influencing consumer behavior towards online shopping in Saudi Arabia amid covid-19: Implications for E-businesses post pandemic." Journal of Risk and Financial Management 16.1 (2023): 36.*
3. *https://www.mastercard.com/news/eemea/en/perspectives/en/2023/age-income-and-education-drive-online-retail-in-south-africa/*

Summary/Notes

4.2 Explain E-tailing

4.2.2 Explain the characters of online shoppers c. purchase behavior: The process by which customers utilize the internet to find, choose, buy, use, and dispose of goods and services is known as online shopping behavior. Online shopping has become more and more popular over time, largely because consumers find it convenient and simple to shop for deals from the comfort of their home or place of business.

Customers use the Internet to compare costs, product features, and the availability of post-purchase services before making an online purchase from a particular online retailer.

Demographics, channel familiarity, and purchasing orientation all have an impact on consumers' online shopping behavior, according to prior studies; including financial, product, delivery, convenience considerations.

Questions that come to your mind?

Answer to those questions.

References:

1. *Hernández, Blanca, Julio Jiménez, and M. José Martín. "Age, gender and income: do they really moderate online shopping behaviour?." Online information review 35.1 (2011): 113-133.*
2. *Al Hamli, Sarah S., and Abu Elnasr E. Sobaih. "Factors influencing consumer behavior towards online shopping in Saudi Arabia amid covid-19: Implications for E-businesses post pandemic." Journal of Risk and Financial Management 16.1 (2023): 36.*
3. *https://www.mastercard.com/news/eemea/en/perspectives/en/2023/age-income-and-education-drive-online-retail-in-south-africa/*
4. *https://www.raydiant.com/blog/online-shopping-behavior*
5. *https://accountlearning.com/advantages-disadvantages-online-shopping/*

4.2 Explain E-tailing

4.2.2 Explain the characters of online shoppers

d. reasons for using online shopping

1. Convenience of online shopping
   - Saves time and efforts.
   - Convenience of Shopping at home.
   - Wide variety / range of products are available.
   - Good discounts / lower prices.
   - Get detailed information of the product.
   - We can compare various models / brands.
2. Online shopping saves money
3. no pressure shopping
4. saves time
5. comparisons
6. availability of online shops (Open: 365x24x7)
7. online tracking - track order status and shipping status

e. reasons for not shopping online

1. delay in delivery
2. lack of significant discounts in online shops
3. lack of touch and feel or merchandise in online shopping
4. lack of interactivity in online shopping
5. lack of shopping experience
6. lack of close examination in online shopping
7. frauds in online shopping

Questions that come to your mind?

Answer to those questions.

References:

1. *Hernández, Blanca, Julio Jiménez, and M. José Martín. "Age, gender and income: do they really moderate online shopping behaviour?." Online information review 35.1 (2011): 113-133.*
2. *Al Hamli, Sarah S., and Abu Elnasr E. Sobaih. "Factors influencing consumer behavior towards online shopping in Saudi Arabia amid covid-19: Implications for E-businesses post pandemic." Journal of Risk and Financial Management 16.1 (2023): 36.*
3. *https://www.mastercard.com/news/eemea/en/perspectives/en/2023/age-income-and-education-drive-online-retail-in-south-africa/*
4. *https://www.raydiant.com/blog/online-shopping-behavior*
5. *https://accountlearning.com/advantages-disadvantages-online-shopping/*

4.2 Explain E-tailing

Background: Since 1997 through 1999 industry analyst had predicted that retail websites will replace physical stores. This is due to:

1. growing numbers of PCs
2. online sales are high
3. stock prices of virtual products were high
4. customers demand of exceptional services
5. customers wanted convenience and enhanced shopping experience
6. customer demands can easily fulfilled which available stock can be shipped from any store who carried the product (out-of-stock problem can easily be solved)
7. customers can easily have access to catalog-style product description.
8. increase customer-relationship-management (CRM) opportunities for retailers as customer information are gather via online buying and selling transactions.

4.2.3 Describe the five stages of developing retail websites

a. Stage 1: Brochure web site - Brochure sites on the Web are typically created fast and on a tight budget. Although they may only sell a small number of things, they serve as a test-drive for the business to determine whether Web sales are viable for it. Although there won't be much for customers to purchase, they can usually determine the location of the closest business. These websites almost invariably change at some point to:

b. Stage 2: Commerce Website - Phase 2 websites participate in full-scale commerce, occasionally offering more SKUs online than in-store. Additionally, websites typically offer customer service and provide details on the company's history and charitable endeavors. Customers ordering via Phase 2 sites may subsequently find that the item they ordered is out of stock because they aren't connected to the retailer's back office.

Questions that come to your mind?

Answer to those questions.

References:

1. *https://mthink.com/legacy/www.crmproject.com/content/white_papers/CRM1_wp_gilbert.htm*

Summary/Notes

4.2 Explain E-tailing

4.2.3 Describe the five stages of developing retail websites

c. Stage 3: Website integrated with existing processes - A site that is seamlessly integrated with the retailer's current back-end operations.
Sites in the third phase are connected to current systems for purchasing, inventories, customers, accounting, and other things. This guarantees that out-of-stock items are automatically deleted from the website and removes the need to compile reports from Web sales and re-key them into back office systems. Additionally, it might enable AI systems to offer suggestions based on a customer's profile or historical behavior.

d. Stage 4: the "Webified" store - Browser-based POS, kiosk, and terminal equipment in the store can connect to the intranet and extranet thanks to IP network connectivity. It enables web-assisted sales, directs customers to the item they're seeking for in a larger store, allows retailers to sell things that the firm carries but may not be available in a specific store, and gives additional information from manufacturer websites.

e. Stage 5: site integrated with manufacturer systems- For collaborative sales, phase 5 sites combine an Internet site with extranet data. Manufacturers can immediately restock items that are selling quickly, and if desired, direct delivery to customers from the manufacturer is also an option.

Questions that come to your mind?

Answer to those questions.

References:
1. *https://mthink.com/legacy/www.crmproject.com/content/white_papers/CRM1_wp_gilbert.htm*

Summary/Notes

Mind map

CONGRATS!

You finished Topic 4: Retail Technologies

WELL DONE!

Sample exercise & past semesters' questions

EXERCISE

1. Define retail technologies.
2. Explain brick-and-clicks shopping capabilities.
3. Explain online retailing websites
4. Explain social media usage in online retailing.
5. Explain mobile marketing usage in online retailing.
6. List the world-class digital retail capabilities discussed in class.
7. Explain the advantages of self-checkout for offline retailers.
8. Explain the advantages of virtual reality for online retailers
9. Explain the importance of artificial intelligence for online retailers.
10. Explain the advantages of autonomous robot for offline retailers.
11. Explain the following in-store experience if the retailer is using retail technologies; a. Customer service, b. quality products, c. omni-channel, and d. sustainability of product supply
12. Define e-tailing.
13. Describe 5 roles of websites for retailers
14. Describe 5 roles of blogs for retailers
15. Describe 5 roles of social media for retailers
16. Explain the characters of online shoppers; a. gender and age, b. income and education, c. purchase behavior, d. reasons for using online shopping, and e. reasons for not shopping online.

PAST SEMESTER QUESTIONS

QUESTION 1:
Explain the characters of online shoppers.
Terangkan karakter pembeli atas talian.

[5 marks]

QUESTION 2:

The Covid-19 pandemic accelerated many retail trends. Consumer activity has been shifting from offline to online and most traditional retailers have struggled to expand their technological capabilities. Retailers start to adopt new technology to create new experiences in shopping such as self-checkout counters, artificial environments, robotics assisting the retail operation, and the development of Omni-channel capabilities. Due to these retail trends, recommend the best **FOUR (4)** world-class digital retail technology to enhance business performance and revenues.

Pandemik Covid-19 telah mempercepatkan banyak trend runcit. Aktiviti pengguna telah beralih daripada luar talian kepada dalam talian dan kebanyakan peruncit tradisional telah bergelut untuk mengembangkan keupayaan teknologi mereka. Peruncit mula menggunakan teknologi baharu untuk mencipta pengalaman baharu dalam membeli-belah seperti beli-belah interak1i,. kaunter pembayaran sendiri, persekitaran buatan, robot membantu dalam operasi runcit dan pembangunan keupayaan 'Omni-channel'. Disebabkan oleh aliran runcit ini, cadangkan EMPAT (4) teknologi runcit digital kelas dunia yang terbaik utuk meningkatkan prestasi dan hasil perniagaan.

[20 marks]

e ISBN 978-967-2421-99-3

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