



DIGITAL TECHNOLOGIES INTEGRATION

LA COCOS SUPERMARKET – SIMPLY FOOD DIRECT

Module: Digital Skills and Research Methods (BMSW4003)

Group Presentation

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BACKGROUND OF THE ORGANIZATION

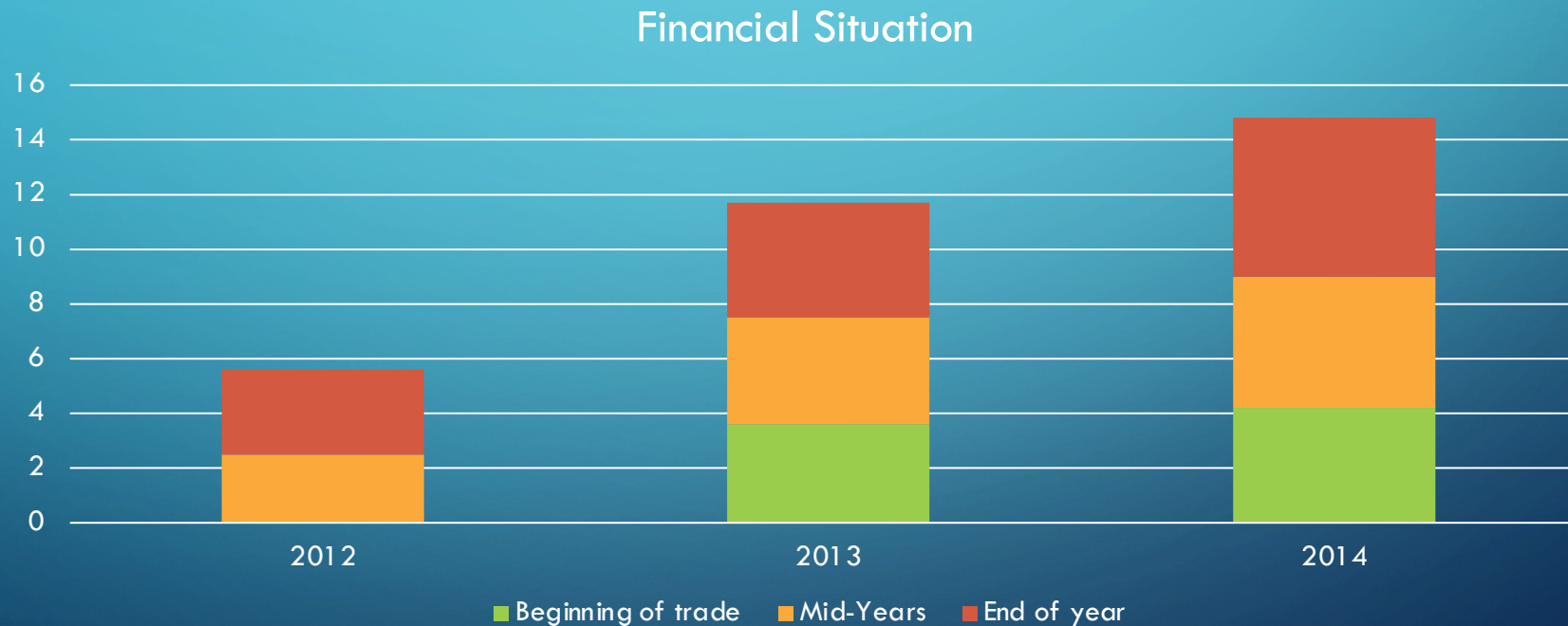
- La cocos supermarket has been founded initially in Romania back in 2011 as a wholesale food&drink company.



- The company has started with a budget of £250.000 from it's two directors of Romanian nationality.
- Based in the city of Ploiesti, Romania the company had a growth of 130% for the first financial year, with a turnover of £1.2m pounds and a NET profit of £310.000 .
- The company initially started only for B2B wholesale of food and drink products at different retail customers, but with the live statistics of the first financial year, the company decided in Feb 2013 to open for final consumers as well. That's when the company started to take the path of hypermarket chains.
- By April 2013 the company had accumulated over 850 employees and 2 different locations in Romania.

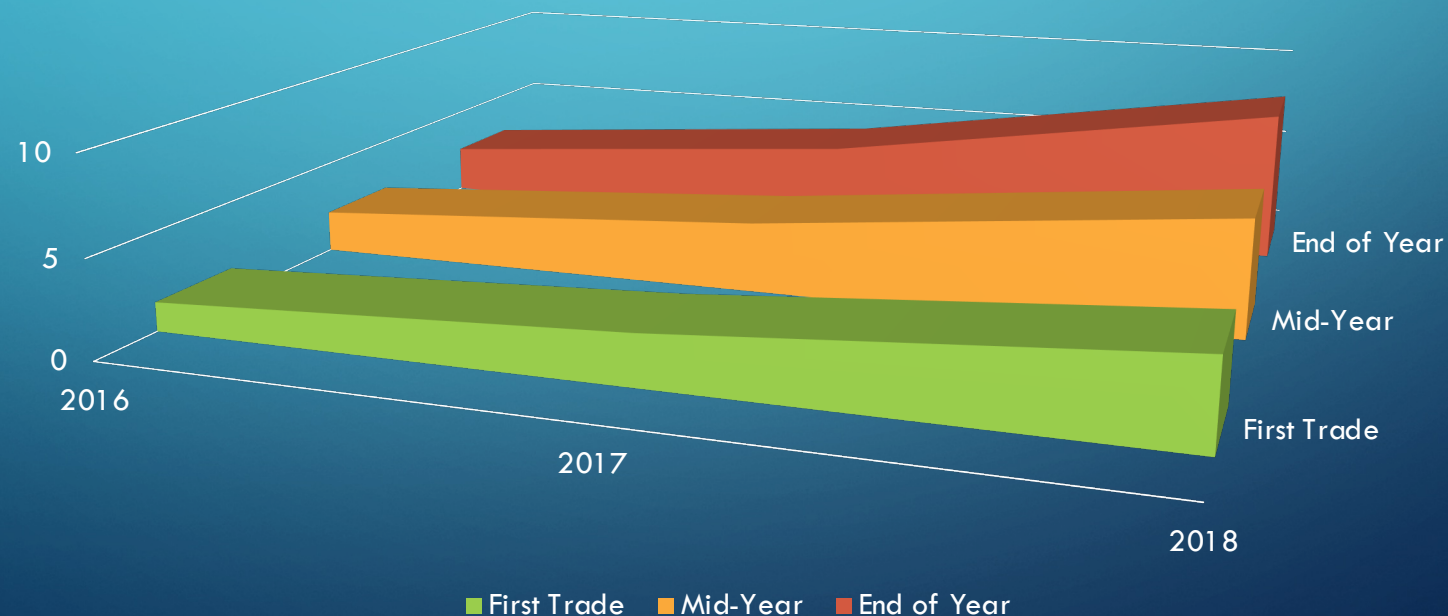
(Business insider Romania, 2015, "The new innovative model of supermarkets")

- By January 2014 the company started its growth over international borders and opened its first supermarket in Germany.
- Operating normally as a supermarket and at the same time wholesaler (Cash & Carry) the financial situation has a raise of £5.8m pounds in turnover .



- New chain company started in UK in 2016 under the name Simply Food Direct
- The company's main idea was to start from scratch as the Romanian based company only for wholesale to retail customers.
- It started with a budget of £1.5m in a warehouse east of London in Romford
- In the first 3 years of trade the company generated a total turnover of £8m and a net profit of £360.000 with 37 employees and only 1 location

Financial Growth



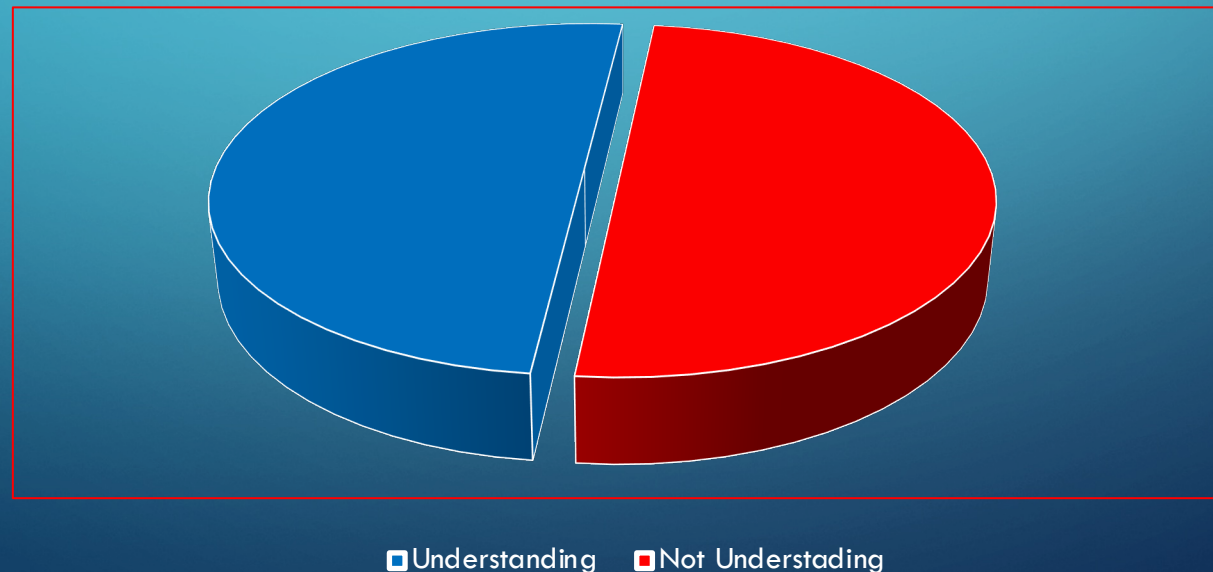
THE INTEGRATION OF HYPERMARKETS IN UK

- By the beginning of 2019 the company integrated the Hypermarket system to final users.
- Opening the first supermarket in Scunthorpe with 17 employees and a profit margin of 70% on all products
- The second hypermarket opened in Doncaster in March 2022 with 31 employees and already had a huge impact on the Romanian products market based in UK.
- By the end of financial year 2021/2022 the company had already generated a turnover of £18m and a NET Profit of £2.7m

(Source : <https://www.businessdoncaster.co.uk/news/new-supermarket-opens-up-in-doncaster-town-centre/>)

CHALLENGES BEFORE THE INTRODUCTION OF TECHNOLOGY

- According to a research on customers made by Phononic last year, 50% of consumers felt that different supermarkets had not yet figured out how to implement technology as other retailers have (Bandoim, 2019)



- One of the most important technology that has been implemented is the cash till also named Register. Cash registers advanced to the point where they could accept input from manual credit card processing devices starting in 1962.
- Over time, mechanical cash registers got better and better, getting features like adding mechanisms for individual sales (early cash registers only recorded total amounts received), printed receipts, machines with multiple drawers, one for each clerk in a department store, and, in a few expensive machines, automatic change making.
- They spread throughout the nation's supermarket and grocery stores, allowing for better stock control while lowering the need for clerks and their associated costs (including pay and training time).

(Source: <https://history-computer.com/cash-register-complete-history/#:~:text=Starting%20in%201962%2C%20cash%20registers,rung%20into%20cash%20register%20systems.>)

- The records of a cash register gradually began to keep businesses honest when it came to filing sales tax. As technology improved, additional features were developed to automate record keeping and speed up company activities. (Source: <https://www.clover.com/small-business-resources/pos-vs-cash-register>)



THE INSIGHTS OF MODERN TECHNOLOGY INTRODUCED

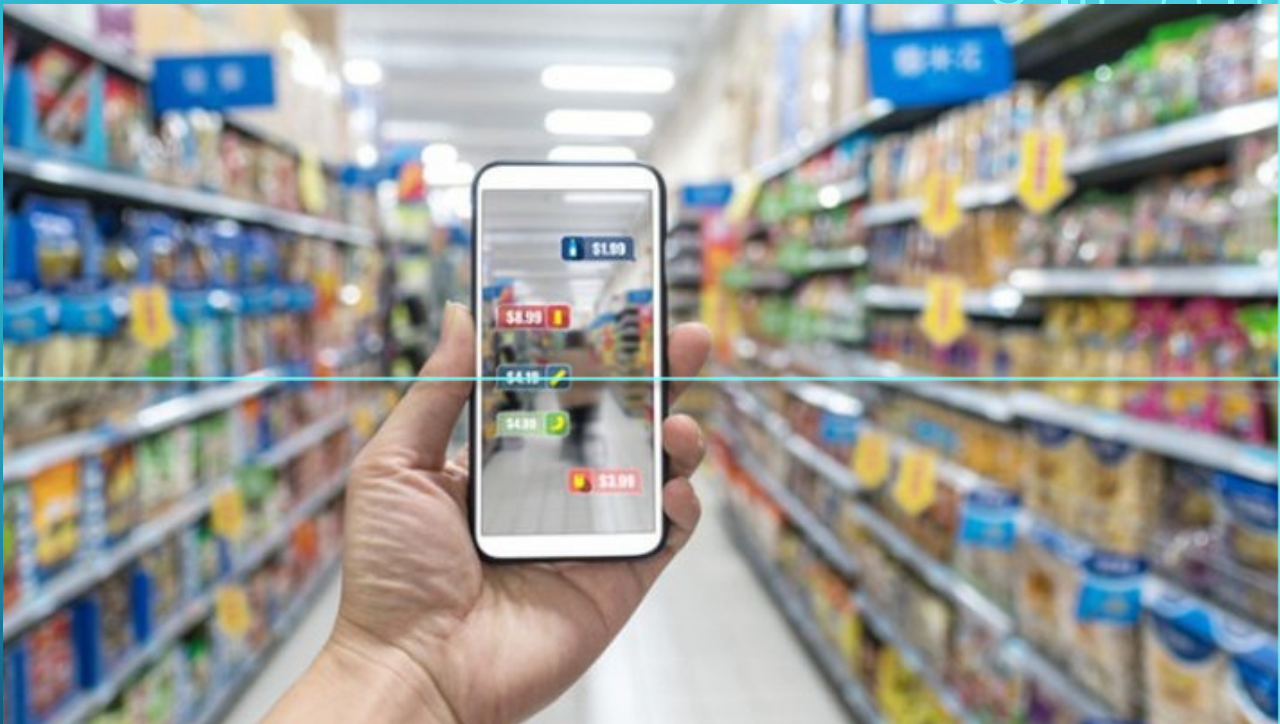
Operations can be recorded in a organized and efficient way, giving nitty gritty examination of the deals and volume of exchanges. Electronic exchanges have expanded the volume of deals within the nation.

The presentation of unused innovation may be complex for retailers, but the comfort and taken a toll viability make the require for modern progressions. Expansive stores ought to screen inventories and costs of foundations.

The point of deal (POS) applications will give for faster shopper check-out and numerous installment choices like credit cards. Arrangements extending from basic Point of Deal (PoS) frameworks to complex retail ERPs have been actualized primarily by expansive, mid-sized and manufacturer-retailers in Europe.

- Technology permits general stores to advance in a way that creates nourishment shopping as effortless as possible.
- We've seen high-street bricks and mortar stores pushing interactivity to progress engagement and grocery stores are likely to do the same – turning into a goal instead of fair a shop.





IMPACT OF THE TECHNOLOGY INTRODUCED

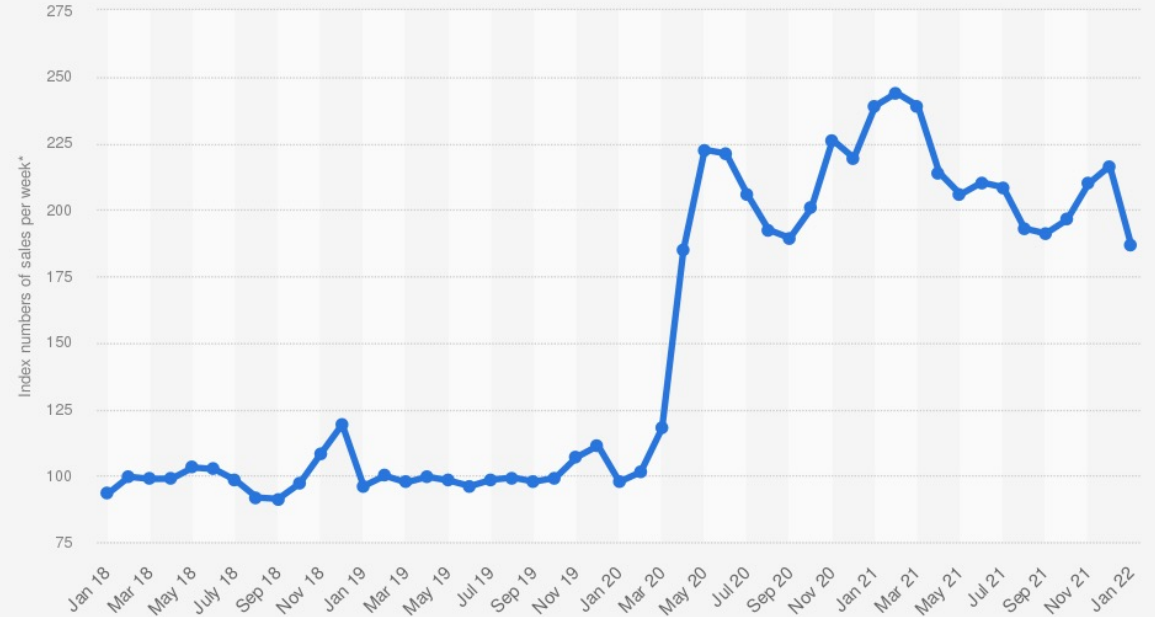
- In a nutshell, it's an "Ultramodern feasible take on the conventional neighborhood nourishment advertisement, with benefits of tall tech gear such as cloud innovation, IoT and portable technology," concurring to Microsoft.
- They are moreover testing a benefit that gives conveyance of the supermarket's prevalent nourishment to go things inside 15 minutes through bike courier.(Source: <https://bouncepad.com/blogs/news/supermarket-super-tech-digital-is-transforming-how-we-shop>)

THE EVOLUTION OF DIGITAL RETAIL SHOPPING

- Following the coronavirus epidemic, digitization is reshaping retail organisations at a quicker rate than anticipated. The emphasis of digital transformation is shifting away from the product and toward the customer, merging customer experience (CX) with operational excellence (OX).

(Source: <https://www.t-systems.com/gb/en/industries/digitization-for-retail>)

Value of monthly internet food retail sales in the United Kingdom (UK) from January 2018 to January 2022, based on sales per week index



Source
Office for National Statistics (UK)
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Additional Information:
United Kingdom; January 2018 to January 2022; Online survey



THE LESSONS THAT HAVE BEEN LEARNED FROM THIS CASE STUDY

- Nearly every element of contemporary life has been impacted by technology, and this includes retail. However, is it? In some aspects, retail and also education now resembles it significantly from decades past.

- Technology has significantly altered the retail industry in numerous ways. Technology, for instance, has substantially increased access to education. Books were hard to come by and only a select few had access to education throughout the Middle Ages.
- To obtain an education, people had to travel to educational institutions. Today, the Internet puts a vast amount of material (books, music, photographs, and videos) at the user's fingertips.
- Additionally, MOOCs, podcasts, conventional online degree programmes, and other formal learning options are available online globally. Thanks to technology, access to educational possibilities is now more widespread than ever.



- The roles of retail is starting to alter as a result of technology. In many shops today, however, we observe the seller's role is shifting to that of a "guide on the side" as customers take more responsibility for their own shopping experience and use technology to gather pertinent information.
- This is due to the access to information and retail opportunities that technology has made possible. In order to support this new style of working people have to use technology as an enabler, shops and online eCommerce platforms throughout the nation are starting to rethink the retail environments.

- Technology is a potent instrument that can assist and improve education and the retail marketplace in many ways, from making it simpler for instructors to generate instructional materials to opening up new avenues for individual and groups.
- A new era of shopping that can take place whenever and wherever is emerging because to the Internet's global reach and the prevalence of smart gadgets that can connect to it. Making the most of the potential offered by technology to improve the retail business so that effective and efficient shopping is accessible to everyone everywhere.

(Source : <https://online.purdue.edu/blog/education/how-has-technology-changed-education>)

REFERENCE LIST

- (Business insider Romania, 2015, "The new innovative model of supermarkets") – Page 3
- (Source : <https://www.businessdoncaster.co.uk/news/new-supermarket-opens-up-in-doncaster-town-centre/>) – Page 6
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