

Advanced Technology in Supermarkets



**CERTIFICATE OF HIGHER
EDUCATION IN SKILLS FOR
THE WORKPLACE**

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Methods

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Online Group Presentation

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Points to be Discussed

- 1** Background of ALDI
- 2** The Challenges Before the Introduction of Modern Technology
- 3** Insights to The Modern Technology Introduced
- 4** The Impact of the Technology Introduced
- 5** Lessons That Can be Drawn from the Case Study.





ALDI HISTORY

The famous supermarket brand ALDI is a German brand which complies with two local chain store brands of the country.

Formed back in 1946 by two brother this brand was later divided in 1960 (Welcome to ALDI, 2021).

Currently, with more than 10000 stores the brand is serving in a total of 20 countries around the world.

A significant number of the store is also present in the UK as well which provides the customers with a variety of products in a low cost.

A significant number of the stores is also present in the UK.
33000 employees in Uk



Problems Before Introducing the Technologies

Long Checkout line

**Dissatisfied
Customer**

Time Consuming



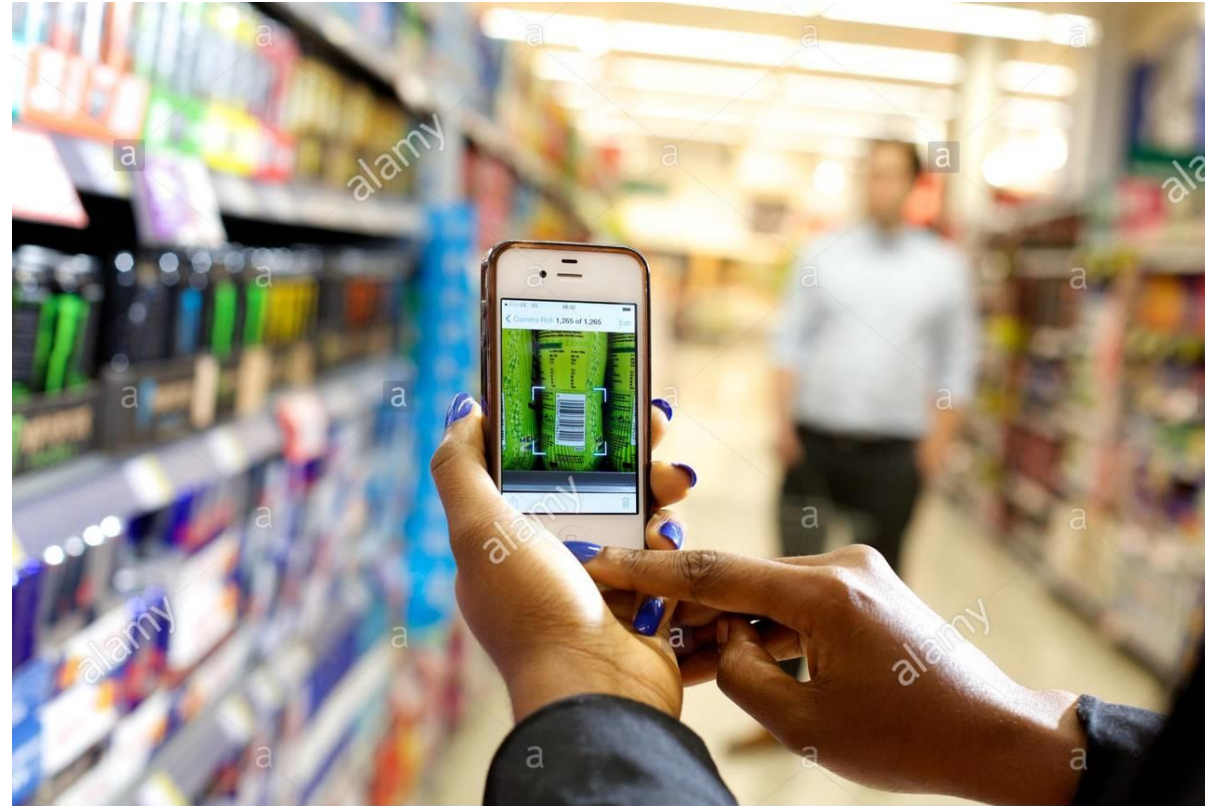
Risk of Contamination

**Violation of Public
Safety**

**Customer Demand
for Safety
Measurement**

Cashier less Checkout System

Considering various factors like competitive advantage, cost efficiency, better services quality, technology integration, etc, ALDI has invested a significant amount in the cashier-less checkout system which they are going to implement in all their stores and currently using in some stores as test run (Walton, 2021). Through this system, the brand can compete with Amazon go in various markets.



How It Works



The cashier-less checkout system works in a very unique way with the integrated usage of various technologies like mobile app, scanning, facial recognition, camera footage, AI, virtual network, digital payment, etc. When a customer enters the shop and opens the mobile app the system activates. The camera and algorithm do a facial recognition based on which it keeps a record of what the customer added in the cart and which product is put back. Based on this data the system creates a bill for the products and the customer can pay with digital payment methods or any traditional method based on their convenience (Self-Service Checkout System for Groceries, 2019). After the payment, the bill receipt is sent to the customer via e-mail and the system suggests some products to the customer based on their previous purchases.

**Enter shop and open
mobile app**



**Camera and AI
detects the product
selection and makes a
bill**



**Payment is made via
digital payment or
other method**



**AI analyses database
and make
recommendation for
future**

Advantages of Cashier less Checkout System



The new cashier-less system or self-checkout system that is going to be introduced has some very good advantages which are making the system more attractive to the businesses.



First of all, the implication of a cashier-less checkout system saves the places of checking counter and checkout lines. Since the commercial rent is very high in certain places this method helps to reduce rent for the brand.

Require
less shop
space

Increase
Customer
Satisfaction

Advantages of Cashier less Checkout System

- ❑ At the same time, the cashier-less system eliminates the need for extra employees at the checkout counter through which brands require lesser employees to operate a store (Müller, 2019).
- ❑ Moreover, the system makes the checkout process in any shop much faster and convenient for the customers which gradually increases the level of customer satisfaction among the customers.



Cost
effective



Faster
checkout
process

Disadvantages of Cashier Less Checkout System

Increase difficulties for customers

Possibility of theft

Lack of personal interaction

Impact of Technology Used

- ❑ The presentation showed the two technologies that ALDI is using in the pandemic situation.
- ❑ Along with the advantages of these technologies, there are some positive impacts as well.
- ❑ The use of advanced technologies helps a brand to gain a competitive advantage in the market and sustain for a long period (Asthana and Batool, 2021).
- ❑ Since this technology ensures efficiency in service people are more prone to be loyal to the brand. Moreover, these technologies will reduce the cost of operation and enhance profit function for a longer period.

Reduced reliance on plastic in order to safeguard our planet's future

- **ALDI** - halve the volume of plastic packaging used by 2025, equating to over 74,000 tonnes of plastic.

Conclusion From The Case Study

Throughout this presentation, it has been showing how a brand is using the latest technologies and how those technologies are contributing to the company's success. This study on ALDI shows that using proper technology and infusing it with regular business operation can help a brand to compete in any market as well as operating in the pandemic situation smoothly. Brands like Amazon, Walmart, Samsung, Facebook are the biggest examples of using tech in business to gain success. Sometimes these technologies can act as a major business opportunity and other time a way to increase business efficiency. Either way, it's up to an organisation to go for the latest tech to reap out the benefit.

Thank You

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