

# Boots the Business

## Student Worksheet

### Module 4 - ICT in a Boots store

#### ICT and the retail function

*ICT is used significantly throughout a typical 'shopping experience'. Complete a flow chart diagram in the space below to illustrate the correct sequence of events whereby ICT is used.*

#### Events

- During their shopping experience customers might use Advantage Point Machines to access information.
- Stock is put onto shelves on the sales floor or onto racks in the stockroom.
- Shelves are refilled during the day assisted by handheld devices.
- Customers arrive at a store and select merchandise (products).
- Customers pay for their goods at the checkout.
- Receiving stock from a warehouse for sale in a store.
- There are also other activities in a store supported by ICT.
- Data is transmitted between stores and Boots Head Office



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### Module 4 - ICT in a Boots store

#### ICT and the retail function (Continued)

You have been introduced to a lot of information about the use of ICT at Boots. Using the information provided on [www.bootslearningstore.com](http://www.bootslearningstore.com) try to answer the following questions. Your answers will help you to put together a comprehensive picture of how the business makes use of ICT as part of the retail function in particular.

1 What is EPOS?

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2 How does the EPOS system help with stock control?

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3 What is a "footfall" counter?

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4 How does EPOS and footfall counters assist with sales analysis?

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5 What is VPN?

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6 What is a barcode?

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7 What is the value of scanning?

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### Module 4 - ICT in a Boots store

#### ICT and the retail function (Continued)

8 How does the Advantage Card reader work?

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9 How is ICT used if a customer uses a credit or debit card?

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10 What is inbound and outbound traffic?

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11 What is a PDT?

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12 How is a PDT used as part of stock management?

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13 How many transactions does Boots handle annually?

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14 How else may ICT be used as part of Boots? Try to consider the full range of business functions.

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15 How might ICT be used in the future?

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