

FrontLine18 is a modern retail company which specialises in fashion for teenagers and young adults. It has one store on the high street of a major town. It also has a website where customers can shop online and often receive discounted prices on goods. FrontLine18 has a loyalty card scheme.

Products sold by FrontLine18 are produced by a range of suppliers from around the world.

The company uses a wide range of new and emerging technologies. These technologies are used throughout the company, including Line of Business systems and promotion of the company and its goods. The company is also considering changing from a physical server based in the store to cloud computing.

Within the high street store, FrontLine18 has some of the latest retailing technology, including information kiosks, large-screen monitors, a gesture-based interactive store front display and a MagicMirror.

FrontLine18 is technology driven in all aspects of its business from the positioning of products in the physical store through to the high tech nature of its website and weekly blog with embedded repurposed content such as YouTube videos of fashion shows.

In order to provide good customer service, FrontLine18 collects as much data as possible about its customers' preferences and spending habits.

Candidates need to explore:

- ICT hardware and software used in a high street store
- the advantages and disadvantages of cloud computing
- Line of Business (LOB) applications: specific retail software/integrated packages linking Point of Sale (POS) to ordering, banking and manufacturing
- the use of wireless technology and hand held devices for stock control within a high street store
- the use of kiosks and large-screen monitors within a high street store
- the use of new technology, for example cameras and sensors, to support visual merchandising
- cutting-edge technology within a high street store, for example, gesture-based interactive store front displays and MagicMirror
- the use and benefits to the retailer of using customer loyalty card systems
- the benefits to a retail company of using e-commerce
- the main features of retail websites, including Web 1.0 and Web 2.0
- frequently updated fashion blogs and the use of embedded graphics, video and sound
- electronic systems suitable for modern retailers to communicate with suppliers worldwide
- the use of social networking to advertise and promote products
- the use of technology to monitor changes to competitors' websites
- the effects to the retail customer of the digital divide.



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