

Practical Importance of Digitisation for Supermarket Businesses - YRC

YRC's supermarket consulting experts highlight the importance of digitization for all supermarkets in three key points.

PUNE, MAHARASHTRA, INDIA, February 6, 2025 /EINPresswire.com/ -- In this communiqué, supermarket consulting experts of retail and eCommerce consulting firm – YRC (YourRetailCoach) break down the importance of digitisation for every small and big supermarket business in three simple points.

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Practical Importance of Digitisation for Supermarket Businesses

In supermarkets where inventory management is predominantly manual, employees have to physically visit and assess every shelf, freeze, freezer, and rack to record the inventory levels. Then it must be repeated for measuring stock in the storage rooms as well. Even in a small

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supermarket, this can turn out to be a time-consuming task because of the wide array of products/SKUs that can fit into a small space. With the digitisation of inventory records and the use of inventory management software, keeping track of inventory levels on shelves and in storage can be done from one place i.e. one digital interface. This also makes the process of placing reorders significantly

easier.

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Digitisation leads to the generation of internal business data. This data serves as inputs for data

analytics in numerous areas of business like analysis of product performance, demand prediction, understanding consumer behaviour, formulation of personalisation strategies, making purchase and replenishment decisions, and price adjustments. For example, analytics could make it easier to uncover which products/SKUs are responding better to price adjustments. This helps supermarket stores get closer to the optimum price range of products.

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Veteran supermarket consultants across the world often echo the need for businesses to go digital and this digitisation is a stepping stone to embrace automation. Accomplishing automation becomes easier for supermarket businesses when their operations are aided by digital systems. This is because [██████████ ████████████████ ████████████████](#) run and rely on digital data. For example, if a supermarket auto replenishment solution has to be implemented, it needs to be connected and integrated with a digital database that contains the necessary information. Another important requirement for supermarket automation is having a robust [███-██████ ████████████████](#) framework. Being in the field of [██████████████████ ████████████████ ████████████████](#) for more than a decade, YRC maintains that SOP adoption is critical for embracing digitisation and automation.

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