

## GroceryTech Solutions: A Case Study

“GroceryTech Solutions” (GTS), a well-established grocery retail chain, has operated traditional brick-and-mortar stores for decades, providing groceries and household products to a broad customer base.

“GroceryTech Solutions” (GTS), a well-established grocery retail chain, is a company that operates a chain of traditional brick-and-mortar stores across the country for decades. GTS offers a wide range of products, such as fresh produce, dairy, meat, bakery, beverages, snacks, household items, and more, to a broad customer base. GTS has a website where customers can browse the products, check the prices, and place orders online.

However, the company now sees an opportunity to innovate and, therefore, decided to make a strategic move from the traditional store model to a crew-less automated retail store model. GTS wants to offer its customers a convenient, fast, and safe shopping experience while reducing its operational costs and increasing its profitability. GTS also intends to leverage modern technological options with its existing resources and capabilities, such as the product inventory, the distribution network, and the customer base.

GTS envisions creating an integrated information system as the backbone for its crew-less automated retail stores. This system should provide seamless shopping experiences for customers and optimize inventory management, supply chain operations, and business analytics. The information system should also be connected to all other IT systems supporting the company’s business.