

Impact of Technology on Distribution and Inventory Control

BMI3C – Introduction to Marketing

Learning Objectives

- - Understand how technology impacts distribution channels.
- - Learn about key technologies: GPS tracking, automated billing, and smart shelving.
- - Explore real-world examples of technology in inventory control systems.

Channels of Distribution

- - ****Direct Channels****: Selling directly to consumers.
- - ****Indirect Channels****: Involves intermediaries like retailers.
- - ****Integrated Channels****: Combines direct and indirect methods.
- - Technology supports these channels through e-commerce and tracking systems.

Technology in Distribution

- - **GPS Tracking**: Improves route optimization and delivery accuracy.
- - **Automated Billing**: Reduces errors and speeds up payment processes.
- - **E-commerce Platforms**: Examples include Shopify and Amazon.

- **GPS Tracking**

- What It Does: GPS tracking uses satellite technology to monitor the real-time location of vehicles or shipments.

- **Benefits:**

- Improves route optimization by finding the fastest or most fuel-efficient paths.
- Increases delivery accuracy by reducing delays and ensuring precise arrival times.
- Enhances customer satisfaction with live tracking updates.
- Example: Companies like FedEx and UPS use GPS to streamline their logistics.

- **Automated Billing**

- What It Does: Automated billing systems process invoices and payments electronically without manual input.
- Benefits:
 - Reduces human errors such as incorrect amounts or misapplied payments.
 - Speeds up the payment cycle, improving cash flow for businesses.
 - Saves time for employees, allowing them to focus on other tasks.
 - Example: A retailer using QuickBooks or SAP for automated billing

- **E-commerce Platforms**

- What They Do: E-commerce platforms provide businesses with tools to sell products and manage transactions online.
- Benefits:
 - Broaden the market reach, allowing companies to sell globally.
 - Offer integrated inventory and order management tools.
 - Provide detailed analytics for better business decisions.
- Examples:
 - Shopify: A platform enabling small businesses to create online stores.
 - Amazon: A global marketplace offering fulfillment services and extensive reach.

Inventory Control Systems

- - **Smart Shelving**: IoT-based stock monitoring.
- - **Barcoding and RFID**: Enhances inventory tracking.
- - **Automation and Robotics**: Optimizes warehouse management.

Real-World Examples

- - **Walmart**: Smart inventory systems.
- - **Amazon**: Automated warehouses and Prime delivery.
- - **FedEx**: GPS-enabled fleet tracking.

Group Activity Instructions

- - Each group is assigned a technology (e.g., GPS tracking, smart shelving).
- - Research its impact on distribution or inventory control.
- - Present a brief explanation to the class.

Summary and Key Takeaways

- - Technology transforms distribution channels and inventory control.
- - Key tools include GPS, automation, and e-commerce platforms.
- - Real-world examples showcase practical applications.

Exit Ticket Question

- - Name one way technology has transformed channels of distribution or inventory control.

Thank You

Embrace the power of technology in
business!