

## Computers and Shopping - Case Study

The development of computers has affected the way we shop and has resulted in huge changes the retail industry. The changes have affected the way people work and the way people shop.

You are going to work on a project to investigate the retail business and how different companies use ICT.

You have the choice of how you wish to present your findings, either as a slide show or a word-processed report. Use picture from clip art or the Internet to illustrate your ideas.

Your project should have a front cover showing your name and the title 'ICT and Shopping' and should have sections on each of the following

### Electronic point of sale

- What are bar codes and how are they used?
- What is EFTPOS and how is it used?
- Why do supermarkets use loyalty cards?

### Effects of using ICT

- What are the effects of introducing ICT on the following people
  - Customers
  - Company
  - Staff

### Internet shopping

- Why do supermarkets want to use Internet shopping?
- What are the benefits to the customer of Internet shopping?
- What are the disadvantages of Internet shopping?
- Other than supermarkets which other types of business use the Internet for selling products?

### Other aspects

- How have the following things affected how we shop
  - Mobile phones
  - Digital TV

Extension task - If you finish all above sections then you should write about the following:

- Is Internet shopping available to everyone? - Give reasons for your point of view.
- How do you think ICT will continue to affect the way we shop?