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**STUDY ON OPTIMIZATION OF POINT-OF-SALES DEVELOPED BY M/s KMIT
SOLUTION LTD, COIMBATORE**

By

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A PROJECT REPORT

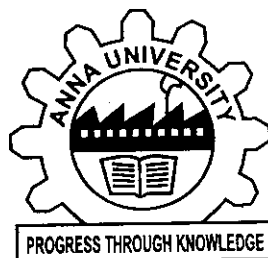
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FACULTY OF MANAGEMENT SCIENCES

*In partial fulfillment of the requirements
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MASTER OF BUSINESS ADMINISTRATION

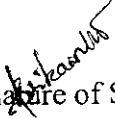


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FEBRUARY, 2010

BONAFIDE CERTIFICATE

This is to certify that the project report titled “A study on Optimization of Point of Sales developed by M/s KMIT Solutions, Coimbatore” is the bonafied work of Mr. K.V Srikanth who carried out the work under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.


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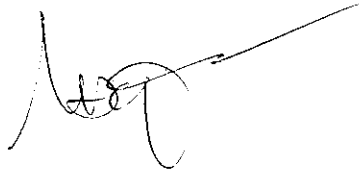
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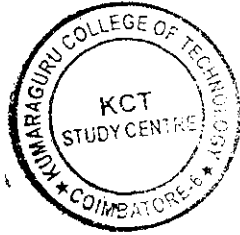
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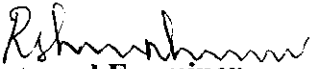
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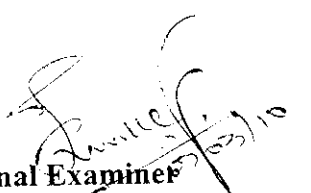

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ABSTRACT

The topic taken for this study is “Study on Optimization of Point-Of-Sales Developed by M/s KMIT Solution Ltd, Coimbatore”. The study has attempted to Optimization Technique in the Point Of Sales.

Now a day, Retail segment plays the vital role in the Business Environment. Obviously transaction takes place in the location through POS (Point-Of-Sales) in Organized Retail shops like pantaloons, Big Bazaar, Spencers. Retailers are exploring new ways to become more competitive and offer their customer better price and services. The Grand Challenge becomes the improvement of operation in a way to combine the business processes, technology, employees, and information across an enterprise to attract and retain profitable customers.

Optimization need to clearly define and manage all touch points with your customer. This case study will try to find out effective Optimization techniques in business using POS...

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CHAPTER 1

INTRODUCTION

1.1 RESEARCH BACKGROUND

An organization, whether a business or an industrial enterprise need customers for its survival and growth. The success and failure of an organization depends on its customers. So it is the utmost duty of any organizational members to look after their customer's needs and wants and make them satisfied with their product or service.

It is ideal from any organization's part of view that customer's are the only assets.

WHAT IS CRM?

CRM stands for **Customer Relationship Management**. It is a process or methodology used to learn more about customers' needs and behavior in order to develop stronger relationships with them. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends.

CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers.

WHY SHOULD ONE ADOPT CRM?

CEOs are realizing those who are not able to come up with effective CRM strategies risk being edged out of business. Customer is the king and the business strategies must be built for ensuring customer loyalty. It costs six times more to create a new customer than retain an old one.

- Increased responsiveness.
- Increased win rates.
- Increased margins.
- Reduced cost.

To introduce a new customer it cost Rs 10/- , to retain a customer it cost Rs 1/- but to bring back an old customer it cost Rs100/- . So building rapport with the customers and creating a friendly service oriented environment leads to a good customer relationship management.

Point-Of-Sales is a CRM integrated Software for the Retail Stores (Pantaloons, Big Bazaar, Kannan Departmental Stores). Software help to maintain the Sales, Sales Return, Purchase Order, Purchase Return, and Reorder helps to Maintain and Track the Inventory. The Retailing environment has changed dramatically and nowhere is this more evident than in enhancement of Point-Of-Sales .Today's retail POS Systems are among the most sophisticated and computer networks in commercial use Technology enhancement have connected cash register to PCs ,incorporates features such as inventory tracking and customer preference , and giving birth to Point-of-sales(POS).

The retailing industry is one of the predominant users of POS terminals.

Retailing consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. Purchasers may be individuals or businesses. In commerce, a "retailer" buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user.

Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy.

The point-of-purchase is where important buying decisions are made, and is possibly THE most important marketing opportunity manufacturers and retailers have available.

As a result, it's the only place to obtain a true understanding of the consumer: how they shop; what motivates their purchase decision or, conversely, leads to a rejection of a brand or category; how they feel about specific brands, products, packages, or promotional/merchandising initiatives and devices.

Point-of-Purchase observations and interviews provide a unique opportunity to understand customer's thoughts, feelings and motivations when they are actually occurring and are fresh in mind.

In order to fulfill the Customer expectation, retailer should be more proactive in nature. Retailer should have POS terminals can make checkout brief and brilliant, with trouble-free card readers, fast thermal printers and Customer-facing displays. They can also act as mini-resource-planning systems that holistically involve all retail operations, with modules that manage fully integrated accounting, inventory, forecasting, customer relations, service, employee performance and payroll.

COMPANY OVERVIEW

KMIT Solutions established in year 2006, to develop the Point Of Sales application for the Retail Segment with more user friendliness and Reporting Option in such a way, look and Feel should be easier to the End user, and Reporting option used by manager in order to excel in the Customer Satisfaction.

In order to overcome the current trend in optimizing Point-Of-Sales, Interactive POS systems can drastically improve customer Relationships by providing multichannel experiences in which consumers search for goods and services retrieve items and eventually exchange value for Value.

1.2 PROBLEM IDENTIFIED

In current Point-Of-Sales, most of Most POS running out of the user friendliness and per caps reporting option.

- POS is not properly integrated Stock, Accounts and Reorder Level.
- POS not currently integrated with cashbox facilities.
- Improper Information Listed in the Bill-Receipt.
- POS Fails User Friendliness.
- POS running out Per Cap Report

1.3 NEED FOR STUDY

To develop user friendly Software, with following issues to resolved

- Complete Itemized Billing to retain profitable customer.
- Competency with the Challenges.
- Systematic and Complete Automation.
- Maintain Exact Stock
- Per-Cap Report.
- Time Spent In Aisle

Today's world-class organizations have learned to keep current customers and attract new ones by gathering quality feedback so they can consistently exceed expectations in every area. Studies have found that it costs up to 10 times more to acquire new customers than to retain old ones, Still more studies have shown that most customer defections to competitors are because of service issues, not products or pricing. Hence the study was carried to Optimize Point of Sales.

1.4 OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To Improve the User Friendliness of the Software.
- To Study the effective optimization techniques in the business Environment using POS.
- To study on effective Business Rule implementation.

1.4 SCOPE OF THE STUDY

Customer expectation changes in the changing environment, customer expectation should be satisfied with user friendly point of sales Software (Reorder, BusinessRule, and Seasonal Offers).

- The scope of the study was End user of the Point Of Sales.
- Building good customer relationship
- Knowing customer expectation
- Retain current customer and gaining new one through studying customer's expectation
- Competency with Retailers challenges.

CHAPTER 2

LITERATURE SURVEY

2.1 REVIEW OF LITERATURE

This section deals with review of literature collected from various sources.

Retail Systems Alert Group 2005

POS systems now routinely include support for multiple data input methods and give companies more ways to provide information to customers.

AMR Research reveals that in 2007:

Retailers across vertical segments will focus I.T.investments on seamless cross-channel operations, consumer-centric merchandising, product development and lean replenishment to sense, shape and fulfill customer demand.

Forrester Survey that in 2007:

POS solutions across 137 criteria and rated them as “top-notch” if they had the capability to Cross both enterprise-centric and store operations platforms. These results make the case for retailers to seriously consider enhancing and refreshing their multichannel Functionality capabilities.

Kate Carroll de Gutes, Inc. technology reporter

Customers spend up to 15 percent more when they can pay with a credit card.

Lewis and Clark Research reports

Lewis and Clark Research reports that the elements that most strongly affect customer satisfaction are, in this order, product satisfaction, customer service, speed of service, length of line and easy-to-understand checkout procedures.

2.2 Research Gap

In organization or Enterprise, research gap is higher, because once the software installed, not thinking about the future upgrade and trend Change.

In order to reduce the Research gap, regular customization in order to satisfy the customer satisfaction and cashier to reduce the response time.

Periodical feedback and walkthrough is required in order to reduce sthe research gap to fulfill also.

CHAPTER 3

RESEARCH METHODOLOGY

This section deals with the methodology of the study.

3.1 TYPE OF PROJECT

A descriptive study is undertaken in order to ascertain and be able to describe the user friendliness of point of sales Software for satisfying the Customer Expectation.

3.2 TARGET RESPONDENTS

Based on Statement of Problem, Target focused on the POS using Manager, Cashier and Consumer.

3.3 ASSUMPTIONS, CONSTRAINTS AND LIMITATIONS

- The study is limited to the Point of sales User .
- Every organization will be having own factors and situations. The finding
- of the study could be taken only as guidelines and cannot be applied directly
- Pos used mainly in all the Retail Segment.
- Constraint is Reporting, price override, Discount exclusive used by Manager.
- Constraint is Manager Authorized to change the option.
- Study is limited to POS users.
- Cashier required being aware of language.
- Cashier to be aware of the Software

3.4 SAMPLING METHOD

- ❖ Population: Population for this research is Pos End users.
- ❖ Sample Units: Targeted population is small; entire population elements are selected for sample units
- ❖ Sample Size: The number of sample is 100

3.5 DATA PROCESSING

The method of data collection is very much from the primary source. The questions are well structured and collected through schedule by emails.

3.6 TOOLS FOR ANALYSIS

Data has been analyzed using tools like percentage analysis and Chi-square analysis, the analysis will be carried out through excel package, The Diagrams will be presented where ever required.

SIMPLE PERCENTAGE ANALYSIS:

Percentage analysis is used to find the percentage values for all the different questions used in making comparison between two or more series of data.

$$\text{Percentage (\%)} = (\text{Number of respondents} / \text{total number of respondents}) * 100$$

CHI-SQUARE ANALYSIS:

Chi-square (or X^2) analysis is used to compare two or more frequencies to investigate the probability that their values depart from what would be expected by chance alone. The chi-square test is to test the null hypothesis that the frequency distribution of certain events observed in a sample is consistent with a particular theoretical distribution.

It allows us to test for deviations of observed frequencies from expected frequencies. When the observed number of events deviates significantly from the expected counts, then it is unlikely that the null hypothesis is true, and it is likely that there is a row-column association.

The Chi – square method is the application of testing the significant difference between observed and expected values.

NULL HYPOTHESIS (H_0):

The hypothesis, or assumption, about a population parameter we wish to test, usually an assumption of the status quo.

ALTERNATIVE HYPOTHESIS (H_1)

The conclusion we accept when the data fail to support the null hypothesis.

STATISTICAL TEST:

$$\text{Chi-square test } (\chi^2) = \sum \frac{(O - E)^2}{E}$$

$$\text{Degrees of freedom} = (R-1) (C-1)$$

- Whereas,
- O = Observed frequency
 - E = Expected frequency
 - R = Number of rows
 - C = Number of columns

To find E :

$$\text{Expected Frequency} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$



Level of Significance (α):

A value indicating the percentage of sample values that is outside certain limits, assuming the null hypothesis is correct, that is, the probability of rejecting the null hypothesis when it is true.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the data analysis and interpretation of the data collected through Questionnaire session

- Analysis (Statistical Tools) and Interpretation and Discussion, Inferences
- Percentage Analysis
- Chi Square Test
- Diagrammatic Representations
- Pie-Chart
- Deliverables

4.1 ANALYSIS (STATISTICAL TOOLS) AND INTERPRETATION AND DISCUSSION, INFERENCE

Statistical tools used for Analysis is

- Simple percentage analysis is used for analyzing the data
- Chi-square analysis is used for testing the hypothesis

Analysis had been carried out for the 3 group, they are

- Manager
- Cashier
- Consumer

4.1.1 INTEGRATION OF POS WITH OUTSTANDING ACCOUNTS (PARTIAL PAYMENT).

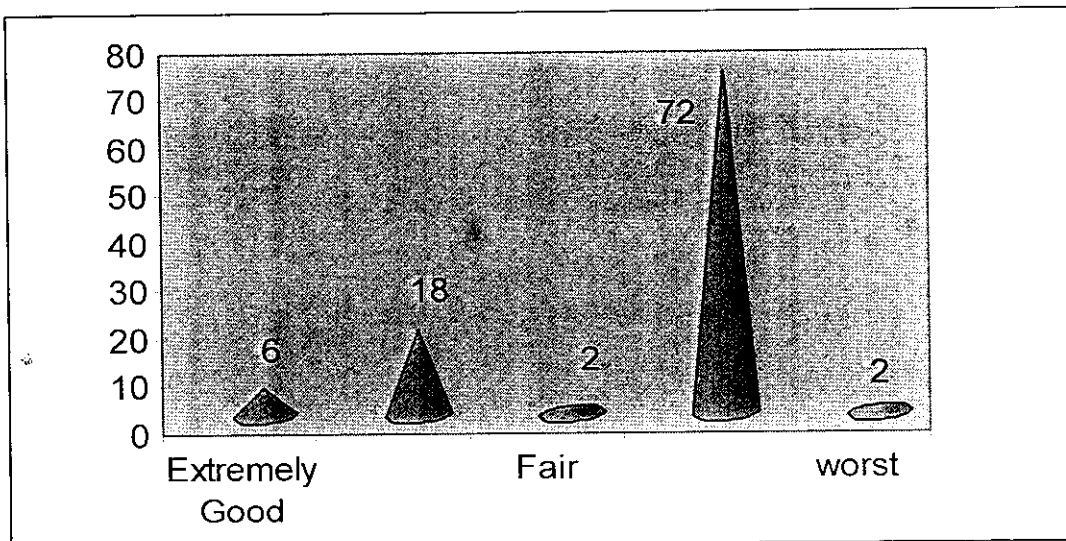
Data collection is exclusively from Manager, to know the integration of POS with Partial Payment

Table 4.1

The integration of POS integrated with outstanding Accounts (Partial Payment).

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Extremely Good	6	6
Good	18	18
Fair	2	2
Bad	72	72
Worst	2	2

Figure 4.3.1 Integration of POS integrated with outstanding Accounts



INTERFACE

From the table 4.1 it can be inferred that the majority (72%) of the Managers found bad about the partial payment in the point of sales, 18% of manager found good about the partial payment in the point of sales.

It is concluded maximum 72% respondents are found bad about the partial payment, because

4.1.2 LEVEL OF SATISFACTION WITH POS INTEGRATED WITH TAX MASTER

To Study the level of Satisfaction with POS integrated with Tax Master exclusively to manager

Table 4.2

Level of Satisfaction with POS Integrated with Tax master

Particulars	No. of respondents	Percentage (%)
Highly Satisfied	7	7
Satisfied	4	4
Neutral	82	82
Dissatisfied	3	3
Highly Dissatisfied	4	4

INTERFACE

From the table 4.2 it can be inferred that the majority (82%) of the Manager is Neutral about the pos integrated with tax master and 7% Managers is highly satisfied, 3% of the manager found dissatisfied about the pos integrated with tax master.

It is concluded maximum 82% respondents are found Neutral about the POS Integrated with Tax Master because Tax Master cannot access incase of any change in the tax component for their products.

4.1.3 INTEGRATION POS WITH DISCOUNT

Point of Sales to check whether integrated with discount. Question prepared exclusively to Manager, to know the POS integrated with Discount from 100 respondents.

Table 4.3

Opinions about the POS Integrated with Discount

Particulars	No. of Respondents	Percentage (%)
Extremely Good	22	22
Good	42	42
Fair	26	26
Bad	8	8
Worst	2	2

INTERFACE

From the Table-4.3 and Chart it can be inferred that the majority 42% of the Manager found good about POS integrated with Discount, and 8% of the manager found good about POS integrated with Discount.

It is concluded maximum 42% of the respondents are feel good about the POS Integrated with discount in order to attract the consumer by retailers.

4.1.4 LEVEL OF SATISFACTION WITH THE POS INTEGRATED WITH THE ORDER TRACKING

To study the level of Satisfaction with the POS Integrated with order tracking like purchase order, purchase receipt, purchase return is associated.

Table 4.4

Level of Satisfaction with the POS Integrated with the Order Tracking

Particulars	No. of respondents	Percentage (%)
Highly Satisfied	4	4
Satisfied	72	72
Neutral	18	18
Dissatisfied	4	4
Highly Dissatisfied	2	2

INTERFACE

From the Table-4.4 it can be inferred that the majority (72%) of the Manager is satisfied about POS integrated with order tracking and 18% Manager is Neutral about POS integrated with order tracking.

It is concluded maximum 72% of the respondents are satisfied about POS integrated with order tracking because the current POS has good order tracking module and gives good results.

4.1.5 OPINION ON THE POS - SAFETY-STOCK

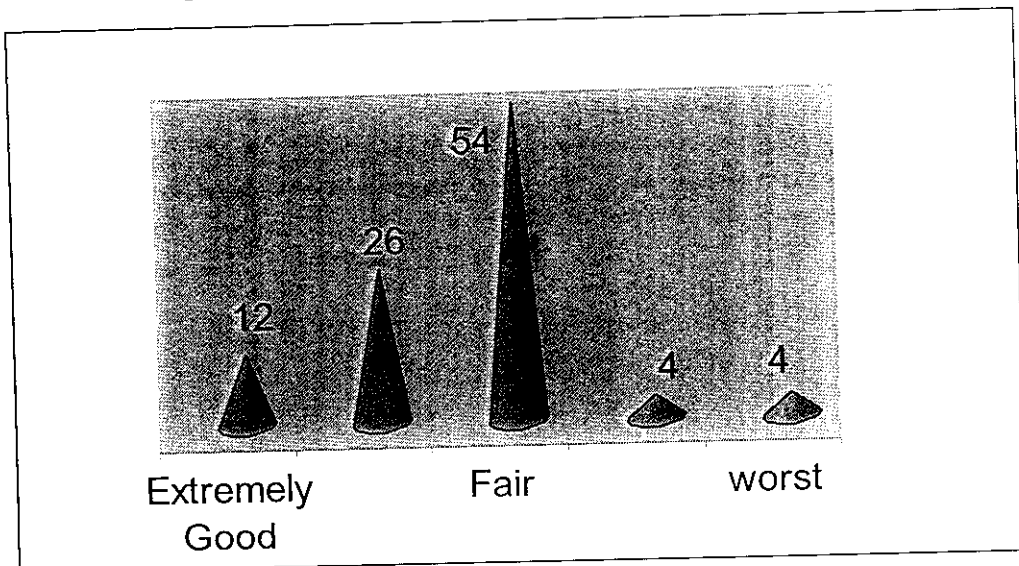
To study manager opinion on the POS –Safety stock option available.

Table 4.5

Opinion on the POS - Safety-Stock

Particulars	No. of respondents	Percentage (%)
Extremely Good	12	12
Good	26	26
Fair	54	54
Bad	4	4
Worst	4	4

Figure 4.3.1 Opinions on the POS - Safety-Stock Option



INTERFACE

From the Table-4.5 it can be inferred that the majority (54%) of the Manager found fair about the pos safety stock option and 26% Manager found good about POS - Safety-Stock Option.

It is concluded maximum 54% of the respondents feels fair about POS - Safety-Stock Option .Since the functionality POS –safety stock option has to be improved.

4.1.6 Level of satisfaction with the POS Reorder-Level

To study manager level of satisfaction with POS Reorder level

Table 4.6

Level of satisfaction with the POS Reorder-Level

Particulars	No. of respondents	Percentage (%)
Highly Satisfied	14	14
Satisfied	22	22
Neutral	18	18
Dissatisfied	38	38
Highly Dissatisfied	8	8

INTERFACE

From the Table-4.6 it can be inferred that the majority (38%) of the Manager were dissatisfied about the satisfaction level of POS Reorder level and 22% Manager is satisfied about with the POS Reorder-Level.

It is concluded maximum 38% of the respondents are dissatisfied about the satisfaction level of POS Reorder level. Since the Reorder level associated with POS has to be improved.

4.1.7 POS integrated with Trend-Analysis –Chart

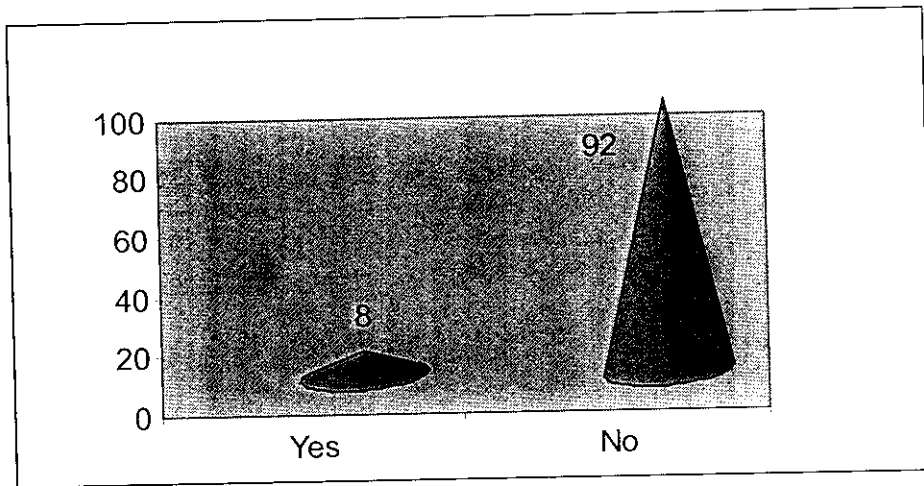
To study POS integrated with trend analysis chart from manager.

Table 4.7

POS integrated with Trend-Analysis –Chart

Particulars	No. of Respondents	Percentage (%)
Yes	8	8
No	92	92

Figure 4.3.2 POS integrated with Trend-Analysis –Chart



INTERFACE

From the Table-4.7 it can be inferred that the majority (92%) of the Manager is NO about POS Integrated with Trend Analysis chart and 2% Manager is Yes about POS integrated with Trend-Analysis –Chart.

It is concluded maximum 92% of the respondents are No about POS Integrated with Trend Analysis chart. Since it is new module the awareness of Trend Analysis is very few among

4.1.8 BUSINESS RULE IMPLEMENTATION IS EASIER

To study Manager about the business rule implementation is easier in POS.

Table 4.8

Business Rule Implementation is easier

Particulars	No. of respondents	Percentage (%)
Excellent	8	8
Good	18	18
Fair	58	58
Bad	14	14
Worst	2	2

INTERFACE

From the Table-4.8 it can be inferred that the majority (58%) of the Manager fair about Business Rule Implementation is Easier and 18% of the Manager good about Business Rule Implementation is Easier.

It is concluded the maximum 58% of the respondents are fair about Business Rule Implementation is Easier. Because managers facing problem while implementing business rule on POS.

4.1.9 OPINION ABOUT THE POS –PER CAP REPORT OPTION

Managers want to have per-cap report option about the sales and revenue made even for the one rupee.

Table 4.9

POS –Per Cap Report Option

Particulars	No. of Respondents	Percentage (%)
Excellent	7	7
Good	3	3
Fair	62	62
Bad	26	26
Worst	2	2

INTERFACE

From the Table-4.9 it can be inferred that the majority (62%) of the Manager found fair about POS –Per Cap Report Option, 26% feels bad about satisfied about POS –Per Cap Report Option.

It is concluded maximum 62% of the respondents are fair about POS –Per Cap Report Option. Because most of the respondent were not aware of POS-per Cap Report integrated with sales.

4.1.10 LEVEL OF SATISFACTION ON THE POS –QUARTERLY, MONTHLY, DAILY REPORT ON SALES

Point of Sales launches the Report option for the Quarterly, Monthly and Daily Report on Sales for the Market forecasting.

Table 4.10

Level of Satisfaction on the Pos –Quarterly, Monthly, And Daily Report On Sales

Particulars	No. of respondents	Percentage (%)
Highly Satisfied	2	2
Satisfied	14	14
Neutral	26	26
Dissatisfied	46	46
Highly Dissatisfied	12	12

INTERFACE

From the Table-4.10 it can be inferred that the majority (46%) of the Manager is dissatisfied about satisfaction on the POS –Quarterly, Monthly, Daily Report on Sales, 26% of Manager is Neutral about satisfaction on the POS –Quarterly, Monthly, and Daily Report on Sales.

It is concluded maximum 46% of the respondents are dissatisfied about satisfaction on the POS –Quarterly, Monthly, and Daily Report on Sales. Because the current POS does not

4.1.11 OPINIONS ABOUT THE BIN SYSTEM (ARRANGEMENT).

To study Manager Opinion about the bin System (Arrangement).

Table 4.11

Opinions about the POS-Bin System (Arrangement).

Particulars	No. of respondents	Percentage (%)
Extremely Good	18	18
Good	28	28
Fair	42	42
Bad	8	8
Worst	4	4

INTERFACE

From the Table-4.11 it can be inferred that the majority (42%) of the Manager found fair about the Bin System, 28% of the Manager feel good about ions about the Bin System.

It is concluded maximum 42% of the respondents are feels fair about the Bin System (arrangement).Because the current POS is not integrated with Bin System based on the Consumer Favorite Item.

4.1.12 SATISFACTION LEVEL OF POS SOFTWARE

To study the satisfaction level of pos software from manager

Table 4.12

Satisfaction Level of POS Software

Particulars	No. of Respondents	Percentage (%)
Highly Satisfied	12	12
Satisfied	26	26
Neutral	52	52
Dissatisfied	7	7
Highly dissatisfied	3	3

INTERFACE

From the Table-4.12 it can be inferred that the majority (52%) of the Managers are Neutral about the satisfaction level of POS software and 26% Managers are satisfied about Satisfaction level of POS software.

It is concluded majority 52% of the respondents are Neutral about the satisfaction level of POS software. Since the current POS fails to provide user friendliness and Comport to the Managers.

4.1.13 POS HAVING SCANNING OPTION.

To study POS having scanning option to all item from cashier.

Table 4.13

POS having Scanning Option.

Particulars	No. of Respondents	Percentage (%)
Yes	92	92
No	8	8

INTERFACE

From the Table-4.13 it can be inferred that the majority (92%) cashier found pos scanning option available, 8% found POS Having Scanning Option.

It is concluded majority 92% of the respondents found pos scanning option available .Because all the point of sales is currently available is provided with the Scanning option associated in Default.

4.1.14 ACCURACY OF TRACK ITEM DETAILS

To study accuracy of tracking item details from cashier perspective

Table 4.14

Accuracy of Track Item Details

Particulars	No. of Respondents	Percentage (%)
Extremely Good	14	14
Good	8	8
Fair	72	72
Bad	4	4
Worst	2	2

INTERFACE

The Table-4.14 shows 72 % of cashier found fair about the accuracy of track item details, 14% found extremely good about the track item details.

It is concluded majority 72% of the respondents found fair about the accuracy of track item details, because the scanning item details is not properly associated with the item price level in the POS.

4.1.15 SATISFIED WITH THE ALL KIND OF PAYMENT TERMS

To study satisfaction with the all kind of payment terms from cashier

Table 4.15

Satisfied with the all kind of Payment terms

Particulars	No. of Respondents	Percentage (%)
Highly Satisfied	8	8
Satisfied	36	36
Neutral	52	52
Dissatisfied	2	2
Highly Dissatisfied	2	2

INTERFACE

The table-4.15 shows the 52% of the cashier found neutral about the satisfaction level about all kind of payment term, 36% cashier found satisfied about the satisfaction level about all kind of payment term.

It is concluded majority 52% of the respondents found Neutral, about the satisfaction level about all kind of payment term, because some of the payment terms cannot be accessible.

4.1.16 POS ALLOW THE ENTIRE ITEM TO BILLING

Table 4.16

POS Allow the Entire Item to Billing

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	8	8
Dissatisfied	18	18
Neutral	68	68
Satisfied	4	4
Highly Satisfied	2	2

INTERFACE

The table-4.16 shows 68% cashier found the POS allows the entire item to billing, 18% found dissatisfied about the POS allows the entire item to billing.

It is concluded the majority 68% of the respondents found POS allows the entire item to billing, because the entire item allows billing in the sales counter.

4.1.17 POS INTEGRATED WITH DISCOUNT

To study cashier aware of the POS integrated with discount

Table 4.17

POS integrated with Discount

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	6	6
Dissatisfied	72	72
Neutral	12	12
Satisfied	8	8
Highly Satisfied	2	2

INTERFACE

The table-4.17 shows 72% cashier found neutral about POS integrated with Discount, 18% found dissatisfied about POS integrated with Discount.

It is concluded majority 72% of the respondents found neutral about POS integrated with Discount. Because Current POS is not allowing the discount option based on the gift cards and smart cards.

4.1.18 POS ALLOW THE CHECKIN-CHECKOUT FACILITY

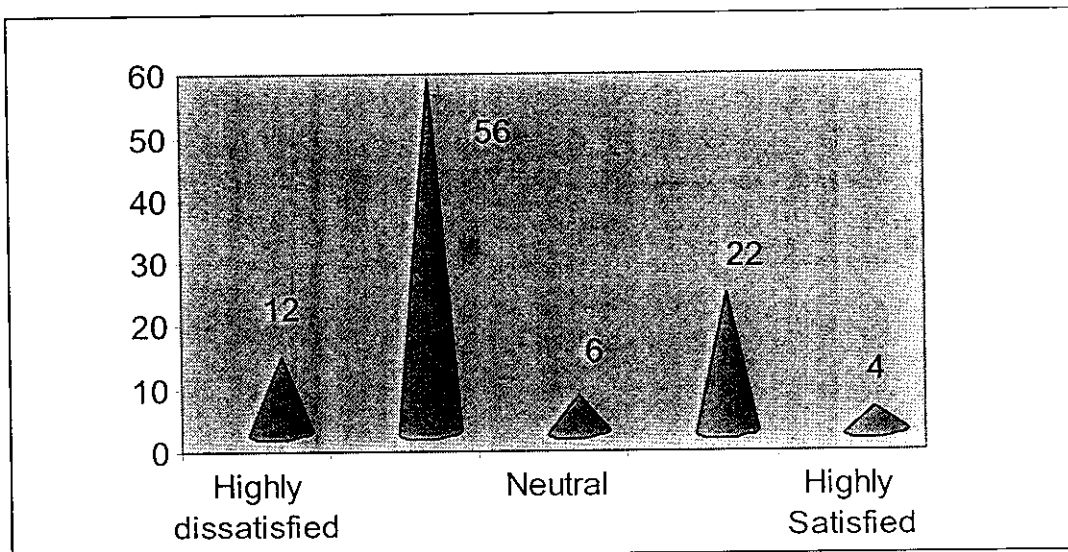
To study pos allow the checkin-checkout facility

Table 4.18

POS allow the Chekin-CheckOut Facility

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	12	12
Dissatisfied	56	56
Neutral	6	6
Satisfied	22	22
Highly satisfied	4	4

Figure 4.3.3 POS allow the Chekin-CheckOut Facility



INTERFACE

The Table-4.18 shows 56% cashier were dissatisfied about POS allow the Checkin-CheckOut Facility, 22% found satisfied about POS allow the Checkin-CheckOut Facility

It is concluded majority 56% of the respondents found dissatisfied about POS allow the Checkin-CheckOut Facility, because it is not properly integrated with current POS.

4.1.19 SATISFIED WITH THE ROUND OFF AMOUNT

To Study Cashier is satisfied with the round off amount.

Table 4.19

Satisfied with the Round off Amount

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	18	18
Dissatisfied	38	38
Neutral	34	34
Satisfied	6	6
Highly Satisfied	4	4

INTERFACE

The Table-4.19 shows 38% cashiers were dissatisfied about satisfied with the round off amount, 34% found neutral about satisfied with the round off amount.

It is concluded majority 38% of the respondents were dissatisfied about satisfied with the round off amount, because it is not round off the amount to the nearest value.

4.1.20 POS INTEGRATED SAFETY-STOCK OPTION.

To study cashier pos integrated with safety stock option.

Table 4.20

POS Integrated Safety-Stock Option

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	8	8
Dissatisfied	28	28
Neutral	58	58
Satisfied	4	4
Highly Satisfied	2	2

INTERFACE

The Table4.20 shows 58% cashier was Neutral about POS Integrated Safety-Stock Option, 28% found Dissatisfied about POS Integrated Safety-Stock Option.

It is concluded from the Table-4.20 that the majority 58% of the respondents were Neutral about POS Integrated Safety-Stock Option. Since POS –Safety Stock option is not properly integrated with inventory.

4.1.21 POS ALLOW THE OVERRIDE PRICE OPTION

To study POS allow the override price option.

Table 4.21

POS allow the Override price option

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	6	6
Dissatisfied	8	8
Neutral	52	52
Satisfied	32	32
Highly Satisfied	2	2

INTERFACE

The Table-4.21 shows 52% cashier were Neutral about POS allow the Override price option, 32% found satisfied about shows POS allow the Override price option.

It is concluded majority 58% of the respondents were neutral about POS allow the Override price option, because the Price override is not properly associated with POS.

4.1.22 POS BILL EASIER TO UNDERSTAND

To study POS bill easier to understand from consumer

Table 4.22

POS Bill easier to Understand

Particulars	No. of Respondents	Percentage (%)
Yes	89	89
No	11	11

INTERFACE

The above Table 4.22 shows 89% consumer were Yes about POS Bill easier to understand, 11% found No about POS Bill easier to Understand.

It is concluded from the Table-4.22 that the majority 89% of the respondents were Yes about POS Bill easier to understand in terms of itemized billing from the sales counter.

4.1.23 SATISFIED WITH THE ITEM RETURN (SALES RETURN)

To study POS satisfied with the item return (sales return) from consumer

Table 4.23

Satisfied with the Item Return.

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	4	4
Dissatisfied	30	30
Neutral	62	62
Satisfied	2	2
Highly Satisfied	2	2

INTERFACE

The Table4.23 shows 62% consumer were Neutral about satisfaction with Item Return, 30% found Dissatisfied about satisfaction with Item Return.

It is concluded majority 62% of the respondents were Neutral about satisfaction with Item Return, because the POS is not properly integrated with item return for the all the item.

4.1.24 SATISFIED WITH THE ALL KIND OF PAYMENT TERMS

To study consumer satisfaction level with all kind of payment terms from consumer

Table 4. 24

Satisfied with the all kind of payment terms

Particulars	No. of Respondents	Percentage (%)
Highly Satisfied	8	8
Satisfied	36	36
Neutral	52	52
Dissatisfied	2	2
Highly Dissatisfied	2	2

INTERFACE

The Table 4.24 shows 52% consumer were Neutral about the satisfaction level with all kind of payment terms, 36% found Satisfied about the all kind of payment terms.

It is concluded majority 52% of the respondents were Neutral about the satisfaction level with all kind of payment terms. Because POS is not accepting all kind of payment terms.

4.1.25 OPINIONS ABOUT POS INTEGRATED WITH DISCOUNT

To study consumer about POS Integrated with discount from consumer

Table 4. 25

Opinions about POS integrated with Discount

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	12	12
Dissatisfied	25	25
Neutral	53	53
Satisfied	6	6
Highly Satisfied	4	4

INTERFACE

The Table-4.25 shows 53% consumer were Neutral Opinions about POS integrated with Discount, 25% found Dissatisfied Opinions about POS integrated with Discount

It is concluded majority 53% of the respondents were Neutral Opinions about POS integrated with Discount in POS.

4.1.26 SATISFIED WITH THE BARCODE OPTION USED

To study opinion about the Satisfied with the Barcode Option used from consumer

Table 4.26

Satisfied with the Barcode Option used

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	14	14
Dissatisfied	11	11
Neutral	66	66
Satisfied	5	5
Highly Satisfied	4	4

INTERFACE

The Table-4.26 shows 66% consumers were Neutral about Barcode Option used, 14% found very dissatisfied about Barcode Option used.

It is concluded majority 66% of the respondents were Neutral Opinions about Barcode Option used, because the entire item is not associated with the barcode.

4.1.27 OPINIONS ABOUT POS INTEGRATED WITH DONATION

To study opinion about the pos integrated with donation from consumer

Table 4.27

Opinions about POS integrated with Donation

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	14	14
Dissatisfied	11	11
Neutral	66	66
Satisfied	5	5
Highly Satisfied	4	4

INTERFACE

The Table-4.27 shows 66% consumers were Neutral about Opinions about POS integrated with Donation, 11% found highly dissatisfied about Opinions about POS integrated with Donation.

It is concluded majority 66% of the respondents were Neutral Opinions about POS integrated with Donation, because the POS is not properly associated with donation.

4.1.28 SATISFIED WITH THE ROUND OFF AMOUNT

To study satisfaction level with round off amount from consumer

Table 4.28

Satisfied with the Round off Amount

Particulars	No. of Respondents	Percentage (%)
Highly dissatisfied	17	17
Dissatisfied	56	56
Neutral	12	12
Satisfied	12	12
Highly Satisfied	3	3

INTERFACE

The Table-4.28 shows 56% consumers were dissatisfied about round off amount, 17% found very dissatisfied about round off amount.

It is concluded majority 56% of the respondents were Neutral dissatisfied about round off amount, because POS is not round off the amount to the nearest value.

4.1.29 LEVEL OF SATISFACTION TOWARDS

RESPONSE TIME OF POINT OF SALES

Chi-Square test conducted for relationship between response time and satisfaction level of point of sales.

Table 4.29

Level of Satisfaction towards Response time of Point of Sales

S.No.	Designation	Level of Satisfaction					Total
		Highly Satisfied	Satisfied	Neutral	Highly Dissatisfied	Dissatisfied	
1	Response Time of POS	6	28	8	52	6	100
2	Satisfaction level of point of Sales	4	66	26	2	2	100
	Total	10	94	34	54	8	200

Null Hypothesis (H_0)

- There is Close relation ship between the Response Time of Point Of sales and Satisfaction level of Point of Sales

Alternative Hypothesis (H_1)

- There is No close relation ship between the Response Time of Point Of sales and Satisfaction level of Point of Sales

CHI-SQUARE (χ^2) CALCULATION:

Calculated χ^2 value	=	0.711
Degree of freedom	=	4
Table value	=	73.46
Significant result	=	Significant at 5% level

INTERFACE

From the above analysis, we find that the calculated value of χ^2 is lesser than the table value and hence, the Alternate hypothesis rejected.

So, there is Close relation ship between the Response Time of Point Of sales and Satisfaction level of Point of Sales.

It is concluded close relation ship between the Response Time of Point Of sales and Satisfaction level of Point of Sales because the Response time is one of the parameter influencing the Satisfaction level of POS.

**4.1.30 EASY TO NAVIGATE, SHORTCUTS IMPACT OVER
USER FRIENDLINESS POINT OF SALES.**

Table 4.28

Easy to Navigate, Shortcuts Impact over User friendliness Point of Sales

S.No.	Designation	Level of Satisfaction					Total
		Highly Satisfied	Satisfied	Neutral	Highly Dissatisfied	Dissatisfied	
1	Easy to Navigate, Shortcuts	40	20	20	12	8	100
2	User Friendliness of POS	16	16	50	12	6	100
	Total	56	36	70	24	14	200

- Null Hypothesis (H_0) - Easy to Navigate, Shortcuts having impact over the user friendliness of the Point of Sales
- Alternative Hypothesis (H_1) - Easy to Navigate, Shortcuts not having impact over the user friendliness of the Point of Sales

CHI-SQUARE (χ^2) CALCULATION:

Calculated χ^2 value	=	0.711
Degree of freedom	=	4
Table value	=	41.56
Significant result	=	Significant at 5% level

INTERFACE

From the above analysis, we find that the calculated value of χ^2 is lesser than the table value and hence, the Alternate hypothesis rejected. So, there is Close relation ship between Easy to Navigate, Shortcuts having impact over the user friendliness of the Point of Sales.

It is concluded close relation ship between Easy to Navigate, Shortcuts having impact over the user friendliness of the Point of Sales, because the User friendliness include the one the parameter as the Easy to Navigate, Shortcuts.

CHAPTER 5

CONCLUSION

This chapter deals with the summary of findings, suggestions and recommendations, conclusion and directions for future research.

5.1 Summary of findings

1. Most of the manager feels no opinion about the pos integrated with Tax Master.
2. Some of the manager is dissatisfied with reorder level.
3. Most of the managers aware that trend analysis has integrated with Current POS
4. Only 42% of the Managers are satisfied with Current POS - Order tracking system
5. Some of the managers feel that various sales reports from the current POS need to be improved.
6. Majority of the Managers dissatisfied with sales report generated by the current POS.
7. Managers are not comfortable with the Safety Stock option with the existing POS
8. About equally half of the respondents among the managers are not comfortable with bin system with pos (arrangement).
9. Most of the respondents among cashier, feel that, accuracy of the tracking item details on POS is fair.
10. About 52% of respondents among cashier feel that the current POS does not support various payment terms.
11. Consumer feels that the donation modules are neutral with the current POS
12. Discount option on POS is neutral from consumer point of view.

5.2 SUGGESTIONS

- The company shall concentrate more on User friendliness of the software.
- Most of pos run out of business rule implementation, so more concentration can be given towards that.
- The company may concentrate more on tax Master, Discount, Donation, Round off amount.
- Most of the respondents-Cashier feels that Response time required to be reduced to the customer. So additional attention can be given towards this User friendliness.
- More 46% found not happy with reporting option based on Sales, so additional focus should be given to that Sales Reports.
- More than 66% of manager is dissatisfied with Trend Analysis chart about the future market prediction that needs to be incorporated.
- Gift card option or smart cards (platinum, gold, silver) customer discounts should be incorporated with POS system to attract the customer.
- The company can concentrate look and feel of the POS software.
- Itemized receipt for a consumer should easy understand and offers based on gift card also to be summarized.
- More 46% found dissatisfied about the response time of the each module associated.
- POS should be created in such a way to compactable with latest technology like kiosk, touch screen and portable device.

5.3 CONCLUSION

The main objective of the project is to find out the best optimization techniques in point of sales. Point of Sales currently in use is not fulfilling the requirement of the user, manager and Consumer. So focus should be more in User friendliness of the pos optimization.

In the current business environment POS usability and the comfortable of POS lead to extend consumer, cashier satisfaction and reduce the response time. More over, the Business Rule implementation (discounts, offers, gift cards) should be required, because the Customer's where the assets to your business.

To be in turn with changing ties and the rapidly changing technology, POS should in phase with technology.

Easy, Fast and Reliable POS Will have good control and access on business and competency with customer satisfaction. This project gives bird eye view's of pos users response and provide some valuable suggestion, by implementing suggestion would help to achieve the effective and efficient point of sales.

FUTURE SCENARIO

In future, current POS should be replaced with latest technology touch screen and kiosk option and smart devices.

In such a way user friendliness and business rule should match with customer satisfaction.

In order to Competency with Retail segment, future should be in technology compactability.

In order to extend the project, user friendliness enriches by adding the touch screen and portable device in order to satisfy customer expectation.

Project may be prolonged by implementing in kiosk and touch screen portable device and ecommerce to make customer satisfaction.

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