



# RETAIL

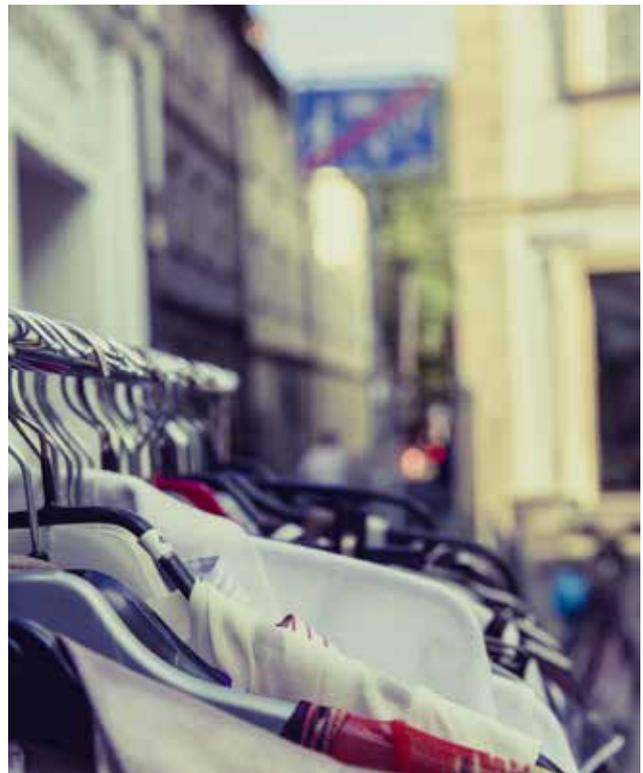
**DEFINING THE UNIVERSE OF ROBOTICS AND AI  
AUTOMATION FOR ORGANISATIONS**

## 1. OBJECTIVE

The aim of this study case is to present findings about Magnus in Retail Industry.



Blockchain technology is poised to fundamentally alter the retail industry. Yet, many retailers have not taken the steps necessary to understand how the technology can help their business and what will be required to embrace blockchain thinking and technology. Retailers should begin collaborating with external stakeholders and partners on joint projects to stress-test how and where blockchain's distributed ledger and shared infrastructure, in combination with smart contracts, can fit into their businesses.





### Blockchain's Retail Potential Spans the Gamut

Blockchain could help retailers address a variety of pressing business issues, including the following:

**Improving inventory management .** With the increasing complexity of SKU management and shorter product life cycles, sales forecasting has become more difficult for national fashion apparel retailers. These retailers and their supply chain partners could implement a blockchain solution that provides a single source of truth and uses smart contracts to enable the automatic execution of payments and orders. The improved supply chain visibility would increase operating efficiency and allow more accurate forecasts, preventing over-ordering and minimizing lost sales due to stock-outs.



**Ensuring product authenticity.** The proliferation of forgeries that are difficult to identify can result in declining sales and a deterioration in the value of genuine products for designers of luxury consumer goods. A blockchain solution can renew trust by allowing customers to scan a code permanently etched into the product and access the entire history of the product, including the chain of ownership.

**Tracking provenance.** Grocery retailers specializing in organic and GMO-free food products would benefit from the ability to shore up confidence among consumers suspicious that organic labels are just a marketing tool and strategy to charge higher prices. Supermarket chains and their supply chain partners could deploy a blockchain solution to raise confidence in their products by allowing customers to track the journey of a product from the farm to the store.

---

## THE MAGNUS COLLECTIVE

### How is Blockchain Changing The Retail Sector?

Blockchain isn't just having an impact on B2B sectors; it's becoming increasingly visible and influential in the B2C industries too.

#### Using Blockchain to Unblock the Retail Supply Chain

Enhance transparency and customer experience with Distributed Ledger Technology

Blockchain in retail supply chain helps ensure customer trust by increasing supply chain authenticity across disparate supply chain partners and delivers tamper-proof:

- Supply chain data
- Chain-of-custody information
- Autonomous transactions

But realizing Blockchain's true potential requires a pragmatic application to business scenarios with appropriate technology.

#### Role of Magnus in Retail

A shop owner wants to actively share more data with his customers about specific products, to drive additional revenue growth. He installs Bluetooth beacons in his stores at specific locations, allowing consumers to receive information about specific products and receive personalized discounts on their mobile phones. Moreover, these beacons allow data sharing with

the AI engine in your fridge. Martha enters the store to buy apples, a loaf of bread and some chicken.

Martha enters the Fruits and Vegetables section of the store and walks towards the apples. As she approaches the apples, she receives a notification. She can buy Gala apples with 5% discount if she purchases 1 kilo or more.

Martha decides to buy 1.5 kilo's.

In the meantime, Martha's son arrives at home and finishes the milk.

As Martha walks towards the meat section, she passes by the dairy aisle. Her phone indicates that the milk at home is finished. Martha takes 1 gallon of milk.

Martha continues to buy the bread and chicken.

As she is selecting which bread to buy, she receives a notification, that the French baguettes are about to be finished baking in 2 minutes.

Martha decides to wait for 2 minutes and pick up a fresh load at the bakery section

Martha goes to the cashier, and pays her bill.



