

Katzscan's Big Retail Help™ Course Introduction



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*Introduction to Katzscan's
Big Retail Help™ course.*

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Big Retail Help Course Introduction Overview



- Your Presenter
- Course History
- Course Purpose
- A Bit About Big Retail
- Course Modules
- Course Takeaways

About Your Presenter



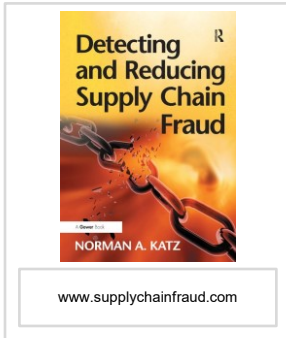
Norman Katz
President
Katzscan Inc.
*founded on
January 1, 1996*



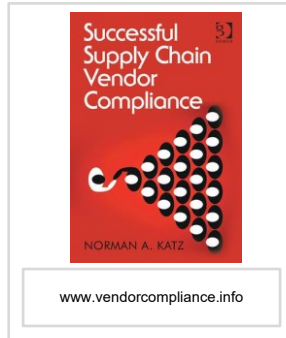
- US national and international book author, speaker & writer
- Expert in ERP, EDI, barcodes since 1992 / 1991
- **Supply chain vendor compliance since 1992**
- Business performance, data analysis, operations



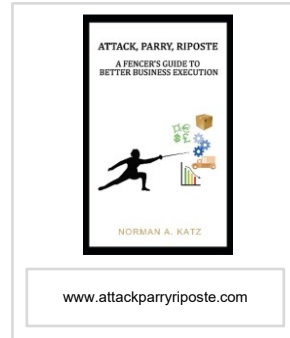
Your Published Presenter



August 2012



December 2015



November 2020

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Course History



2009:
Developed
by Katzscan
as VICS
committee
member

2012: VICS
merged with
GS1US

2013: Course
intellectual
property
reverted
back to
Katzscan

2015:
Included
content in
Vendor
Compliance
book

2021: Course
updated and
re-launched

"An educated vendor is a non-disruptive vendor."
Norman Katz, Katzscan Inc.

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What Is This Course About?

- An overview of Big Retail technical and operational B2B/B2C requirements
- **Supply Chain Vendor Compliance**
- Ensuring that you are ready for what Big Retail B2B/B2C requires



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Purpose Of This Course

- **Essentials** with some advanced knowledge of Big Retail's requirements
- To start you on your retail supply chain education journey
- Course applicable to other industries too
- To get you to look before you leap



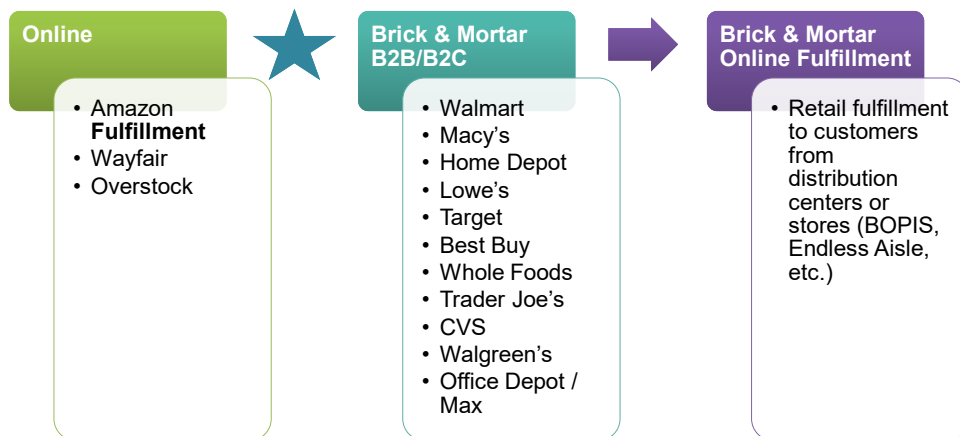
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Who Is "Big Retail"?



Amazon: Two Business Models

Marketplace

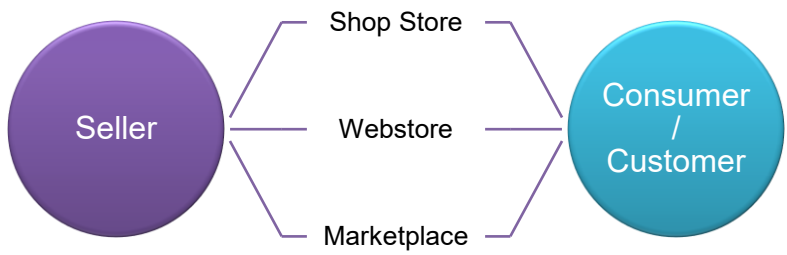
- Sellers use Amazon software platform to reach customers
- Goods do not pass through Amazon Distribution Centers
- Amazon has no stores
- Amazon never really "touches" these goods
- **"Direct-to-consumer"**

Fulfillment

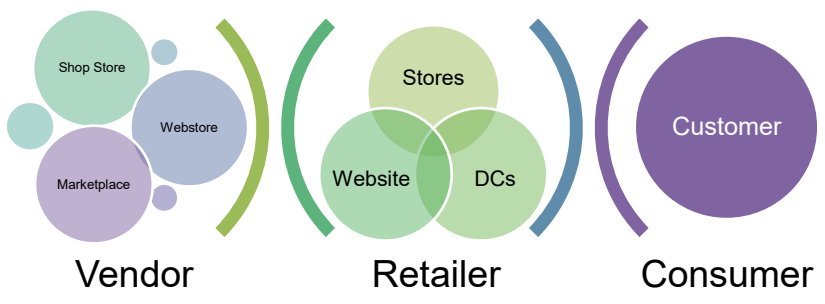
- Vendors ship goods to Amazon Distribution Centers based on Amazon POs
- Goods are shipped from Amazon DCs based on Amazon customer orders
- Amazon handles these goods through its supply chain
- **B2B / B2C**



Direct-To-Consumer



Big Retail: B2B & B2C





Why Go Big Retail B2B/B2C Fulfillment?

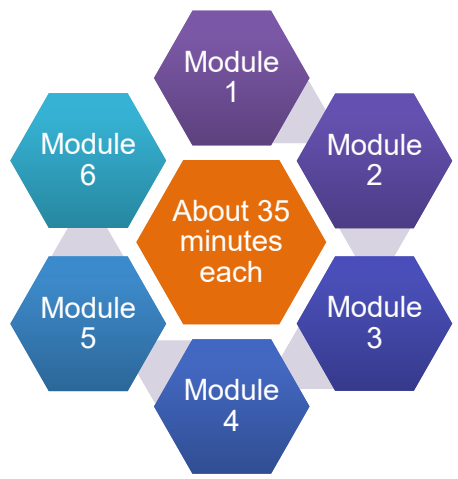
- More product exposure
- National / regional product coverage
- Sales growth
- Add new products
- Beat your competition
- Fulfill your wildest dreams

If the retailer has to touch your goods, you will have supply chain requirements and financial penalty (“chargeback”) infraction concerns.

And this is why you need this course.



Course Time Commitment



- Each module is just over 30 minutes.
- Total course time is approximately 4 hours.
- The entire course can be completed in 1 day.



Big Retail Help™ Course Modules

1. Getting Ready For Big Retail
2. Key Aspects Of Vendor Compliance
3. Introduction To Electronic Data Interchange
4. Barcode Labels & RFID Tags
5. Data Management & Software Integration
6. Avoiding Common Chargebacks & Error Handling



Module 1

Getting Ready For Big Retail

Covers foundational operational, technical, and company management aspects for Big Retail preparation.

Software, operational, accounting, and staffing impacts.

Module 2

Key Aspects Of Vendor Compliance

Covers fundamental operational and technical components of retail supply chain vendor compliance.

Document management is key to vendor compliance success.



Module 3

Introduction to Electronic Data Interchange (EDI)

Covers EDI as a data standard, components of an EDI solution, and key retail EDI documents.

Internals of an EDI transaction, EDI transactions used in retail.



Module 4

Barcode Labels and RFID Tags

Covers fundamental knowledge on how to successfully print barcode labels and RFID tags.

Successful labels and tags requires thoughtful environmental review.



Module 5

Data Management and Software Integration

Covers item data management, ERP-EDI example, and strategic use of advanced EDI documents.

Data management and analysis is critical to successful supply chain execution.



Module 6

Avoiding Common Chargebacks and Error Handling

Covers common chargebacks, proactive avoidance tips, and error handling guidance.

The best way to reduce chargebacks is to avoid them in the first place.



Is Big Retail B2B/B2C Right For You?

- ✓ Start with a marketplace
 - ✓ Test products and their features
 - ✓ Learn how to be a bigger business
 - ✓ Grow a customer base
- Amazon Marketplace
 - Any retailer marketplace
 - Etsy
 - Faire
 - Mall kiosk

This course will help you to answer this critical question!





End-to-end execution is everything!

- We live in a commoditized world.
- You want your competition's business.
- Your competitors are hungry for your business.
- Disruption is a supply chain relationship destroyer.
- You – the retail vendor – own all of this.

Don't be the disruptive partner in the vendor-retailer relationship!



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 6. Avoiding Common Chargebacks & Error Handling
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Contact Information

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