

Jewellery Retailer

RFID Inventory Management System Improves In-Store Visibility and Accuracy



EMAS SERI NUR

Emas Seri Nur is a leading customised jewellery family-run business started in 2016.

A household name in Malaysia, it has captured the hearts of local customers, and is their trusted choice when it comes to jewellery purchase.

ⓘ Customer challenges

- **Tedious & Time-Consuming Manual Stock-Take**
Manual stock-take using barcode system took two hours daily and was prone to human errors.
- **Security Challenges for Staff & Valuable Merchandise**
Staff stayed back late after retail hours to complete stock-take which exposed them to safety threats such as robberies and potential financial losses or even personal harm.
- **Increased Overtime Cost for Staff**
Manpower deployed for stock-take after retail hours resulted in additional labour overtime costs incurred.

SATO RFID Jewellery Inventory Management System Helps Retailers Make Data-Driven Decisions, Increase Customer Satisfaction and Maximise Profits



Working with partner Sankyu Tech Sdn Bhd, an established ICT solutions provider, RFID tags are encoded and printed with SATO CL4NX printer and applied on each jewellery SKU.

Using a RFID handheld scanner for cycle counting allows Emas Seri Nur to speedily and accurately determine current stocks level in real-time. The inventory report reflects each SKU and its location/outlet with a time-stamp, facilitating timely stocks replenishments, preventing stock-outs and lost sales.

Customer Values

✓ Operational and Labour Efficiencies

With SATO RFID system, the stock-taking process is speedier and more efficient, with improvements in inventory accuracy.



▲ Stock take using RFID hand held scanner

✓ Safety and Security for Staff and Valuable Merchandise

The safety of staff and security of valuable jewellery are safeguarded as there is no longer a need for lengthy and laborious stock-takes in the evenings after retail hours when the store closes.



▲ RFID Tag on jewellery

✓ Overtime Cost Savings

Replacing barcode with RFID technology has resulted in less overtime requirements for stock-take, which helped Emas Seri Nur save on manpower needs and overtime costs.



▲ Productivity Improvements After RFID Implementation

*We are seeing the benefits of a **98% improvement in productivity** of our stock-take process, and also a **higher inventory accuracy level**.*

With SATO RFID inventory system, we are seeing the benefits of a 98% improvement in productivity of our stock-take process, and also a higher inventory accuracy level.

Our staff can now focus on serving and engaging customers, maximising the in-store shopper experience, thereby driving sales and revenue.

Nur Akmar Bt Muslim
Director and CEO
Emas Seri Nur



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