

Warehouse Operations Measurement in Hypermarket Retailers: A Review of Literature

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Abstract — This paper aims to explore the warehouse operations measurement with the deployment of the Warehouse Management System of Hypermarket retailers in Malaysia. The warehouse operations measurement is vital for the organisation that manages the total distribution network in hypermarket retailers. A qualitative research approach to be adopted in conducting an in-depth case study in top of the hypermarket retailers in Malaysia warehouse operations located in northern and central Malaysia, offering most of logistics services including transportation and serving a large number of retail customer outlets in Malaysia. The sustainability of the Hypermarket retailers solely depends on the performance of its supply chain process and a balance between responsive and warehouse operations performance with the deployment of the Warehouse Management System. The Hypermarket retailer's warehouse operations are striving to gain a competitive edge, such as fast market penetration, product availability at a right price and at a right place, warehouse productivity and cost competency having alternatives. Presently, there are some general guidelines to measure warehouse operations with the deployment but not specifically towards to Hypermarket retailing industry. The lack of clear measurement and comparability concerns resulted in a study to be carried out in determine the warehouse operations measurement in Malaysia hypermarket retailers. Based on this study, new sustainable Hypermarket retail warehouse operations measurement conceptual framework is proposed to enhance the body of knowledge of warehouse operations measurement in Malaysia, especially in hypermarket retailers.

Keywords — Warehouse management system, Warehouse operations performance, Warehouse key performance indicator, Hypermarket retailers warehouse management

1. Introduction

Retailing begins as a local activity [37], which involves a transaction where the buyer intends to consume a product [26]. The emergence of multinational retailers from supermarket to Hypermarket concepts, especially in grocery retailing, has changed the retail scenario in Malaysia over the last decade. The modern retail environment offers diverse product labels, quality, price

and brands [7]. In the past, retail grocery formats such as supermarkets, minimarkets, and night markets dominated the Malaysian retail scene. Consumers will perceive a retailer as a whole rather than in isolation [46]. Retailing is a highly diverse and dynamic sector [18] that provides a supply of most household necessities to the consumer.

Weld Supermarket was the first modern retail format that was introduced in Malaysia in 1963, followed by other modern retailers [20]. The first hypermarket that was introduced in Malaysia was Makro in 1993 [25]. Hypermarket retailing is one of the forms of modern grocery retailing in Malaysia that is experiencing widespread expansion, and the industry is expected to expand continuously and remain immune to the maturity phase. In general, the word hypermarket has still not been defined clearly. The definition for a hypermarket is also being used for supermarket and shopping mall by some researchers.

Consequently, the issue arises from the scholars on how to differentiate hypermarkets, supermarkets and shopping malls. Most products in hypermarkets are based on fast-moving consumable products, and the majority of departments in hypermarkets are selling basic household necessities, grocery lines for example, food, vegetables, kitchen materials, and cleaning materials. In supermarkets, there are more departments that sell durable products.

The concept of everything under one roof, self-service, discount price and free parking have invented a new word in the retail industry of hypermarket [21]. A hypermarket can be defined as a modern household retailing concept that sells a combination of department store merchandise, groceries and fresh produce in wide assortment, within a store of more than 2,500 square meters (27,777.7 square feet) to over 8,000 square meters (86,000 square feet) [29], which includes more facility for the shoppers like free and large parking area and other services.

Hypermarkets are part of the grocery retailing industry and constitute one of the main distribution channels for products [20]. It can also be considered as a normal retailing industry that sells in huge amounts and offers a wide variety within one outlet. Many consumers prefer to purchase household products at hypermarkets [3].

The emergence of multinational retailers from the direct

Hypermarket Operations Manual

Paul Donovan



Hypermarket Operations Manual:

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Consumer Problems of the Poor: Supermarket Operations in Low-income Areas and the Federal Response United States. Congress. House Government Operations,1968 *Basic Information Sources on Retailing* ,1955

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Table of Contents Hypermarket Operations Manual

1. Understanding the eBook Hypermarket Operations Manual
 - The Rise of Digital Reading Hypermarket Operations Manual
 - Advantages of eBooks Over Traditional Books
2. Identifying Hypermarket Operations Manual
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Hypermarket Operations Manual
 - User-Friendly Interface
4. Exploring eBook Recommendations from Hypermarket Operations Manual
 - Personalized Recommendations
 - Hypermarket Operations Manual User Reviews and Ratings

- Hypermarket Operations Manual and Bestseller Lists
- 5. Accessing Hypermarket Operations Manual Free and Paid eBooks
 - Hypermarket Operations Manual Public Domain eBooks
 - Hypermarket Operations Manual eBook Subscription Services
 - Hypermarket Operations Manual Budget-Friendly Options
- 6. Navigating Hypermarket Operations Manual eBook Formats
 - ePub, PDF, MOBI, and More
 - Hypermarket Operations Manual Compatibility with Devices
 - Hypermarket Operations Manual Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Hypermarket Operations Manual
 - Highlighting and Note-Taking Hypermarket Operations Manual
 - Interactive Elements Hypermarket Operations Manual
- 8. Staying Engaged with Hypermarket Operations Manual
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Hypermarket Operations Manual
- 9. Balancing eBooks and Physical Books Hypermarket Operations Manual
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Hypermarket Operations Manual
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Hypermarket Operations Manual
 - Setting Reading Goals Hypermarket Operations Manual
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Hypermarket Operations Manual
 - Fact-Checking eBook Content of Hypermarket Operations Manual
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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