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## HARDWARE AND SOFTWARE DEPLOY AND SUPPORT IN RETAIL SECTOR

Hardware and software deploy and support are services used for technological transformation to aid a business in its operations and delivery to its customer base

### OPPORTUNITY DEFINITION | HARDWARE AND SOFTWARE DEPLOY AND SUPPORT | ELECTRONIC SHELF PRICING LABELS

The project aims to deploy electronic shelf system in Al Meera retail stores. This system will include displaying the latest product information, prices and other information using communication network connected with the back-end database.

#### TARGET MARKET

##### Target Market

Over the next three year food and non-alcoholic drink market spending will reach approximately **QAR 21bn**<sup>1</sup>

##### Target Users

- > Consumers
- > Business to business (B2B)
- > Wholesalers



#### ADJACENT OPPORTUNITIES

- > Wireless charging electronic shelves using IoTs
- > Artificial Intelligence for personalized offering

#### STAKEHOLDERS

- > Al Meera



#### KEY PROBLEM STATEMENT | NEED

Implementation of Electronic Shelf Pricing Labels to increase operational efficiency by automatically updating product prices and real time product positioning. Further benefits will be prevention of food waste and increased revenues with waste focused pricing and promotion.



The technology solution must allow data transmission between head office and stores and should connect with the company's ERP software.



#### OWNER AND SECTOR

**Owner** Al Meera (Leading supermarket and convenience store chain in Qatar)

**Sector** Retail



#### PROCUREMENT CYCLE

##### Identification Stage

The opportunity has been identified and is yet to enter the RFP stage.



#### TIMESPAN



Total duration of 3 - 6 months including implementation and testing

#### BUDGET ACROSS HARDWARE AND SOFTWARE DEPLOY AND SUPPORT ECOSYSTEM

The Qatar market for hardware and software deploy and support is projected to reach **USD\$162 million** by 2022, at a compound annual growth rate (CAGR) of 4% from 2019 to 2022.



<sup>1</sup> Food and Drink Report, Q1 2020 – Fitch Solutions