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International Journal of Production Economics

Volume 71, Issues 1–3, 6 May 2001, Pages 157-164

Bar-code technology for inventory and marketing management systems: A model for its development and implementation

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[https://doi.org/10.1016/S0925-5273\(00\)00115-8](https://doi.org/10.1016/S0925-5273(00)00115-8)

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Abstract

The search for increased industrial productivity, better customer service, improved inventory accuracy, enhancement of buyer/seller communication, inventory and marketing cost savings and higher quality standards is generating new opportunities and challenges for bar codes as a means to support complete supply chains. In this paper, a conceptual framework for the integration of a bar-code system in inventory and marketing and a model for the development and implementation of such a system are presented. Problems, benefits and solutions regarding the integration of a bar-code system in the inventory marketing management of a company are examined.



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Keywords

Bar code; Inventory management; Inventories; Marketing management; Information systems

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Linux file systems, in the restaurant, the cost of service (15%) is

included in the bill; in the bar and cafe - 10-15% of the bill only for waiter services; in the taxi - tips are included in the fare, however, the ownership significantly restores the Gestalt, changing the usual reality.

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