



Why Do Businesses Use ICT?

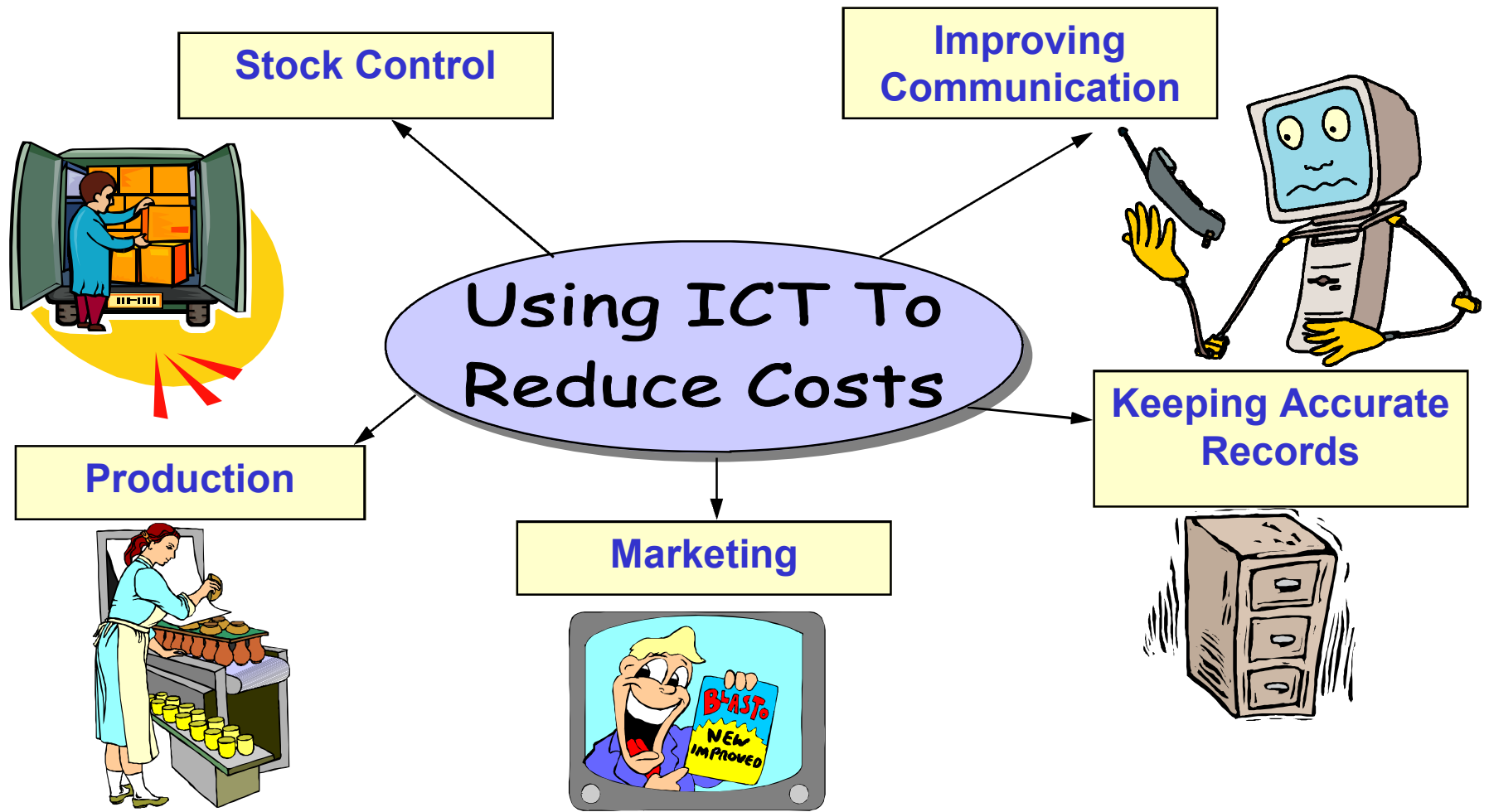
- ICT can be used in order to reduce costs
- This means either:
 - **Lower prices**
 - This should increase sales leading to increased revenue and profit
 - **Lower costs**
 - This will lead to increased profits





How Can ICT Help Businesses

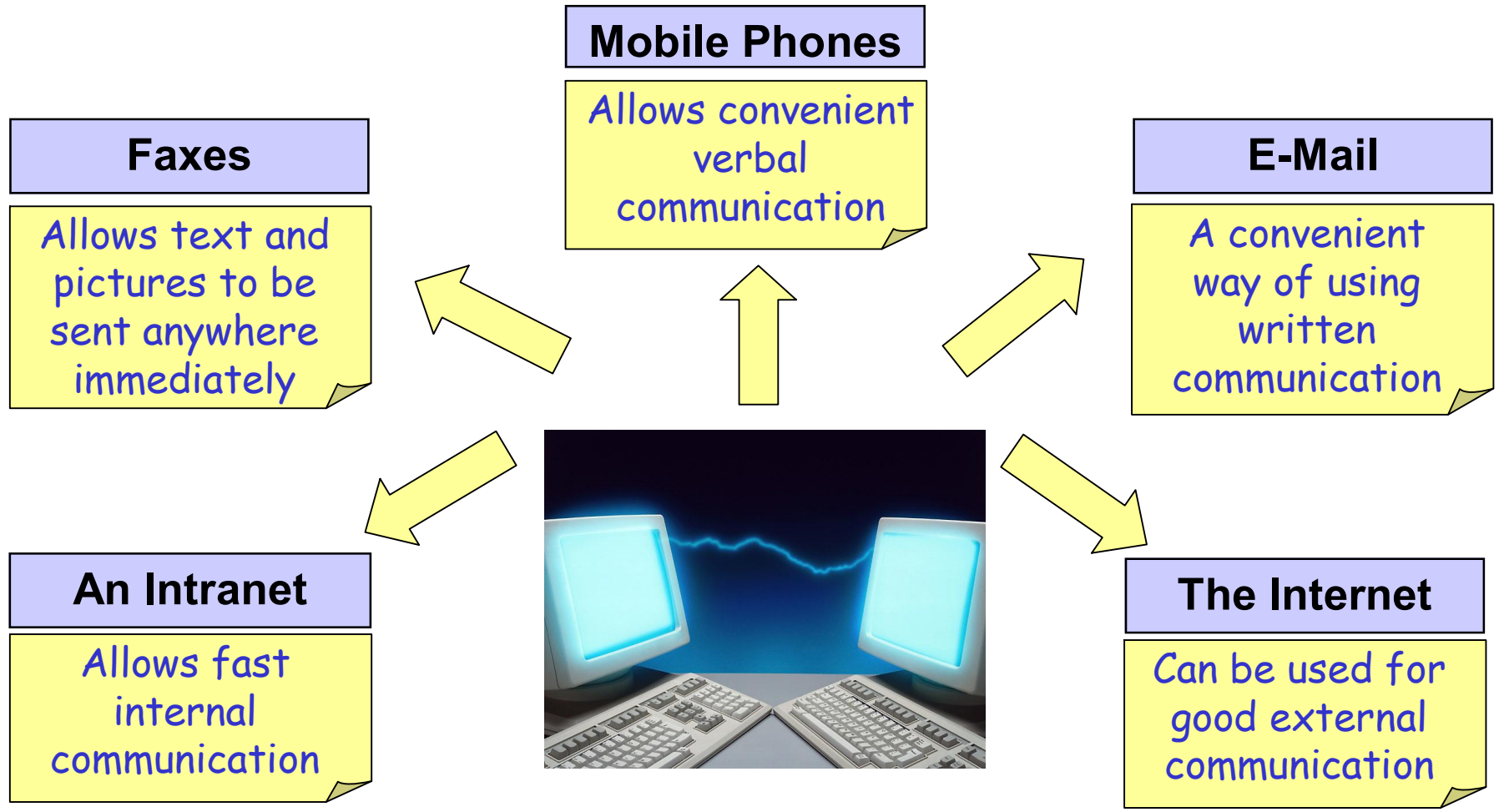
● There are many ways, including:





Improving Communication

- ICT allows communication to take place more quickly

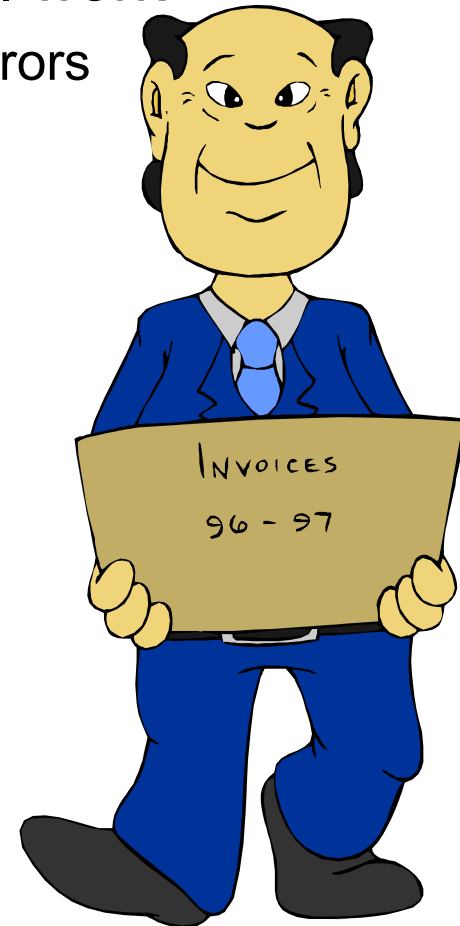




Keeping Accurate Records

- Spreadsheets can be used for financial work
 - This saves time and reduces the risks of errors

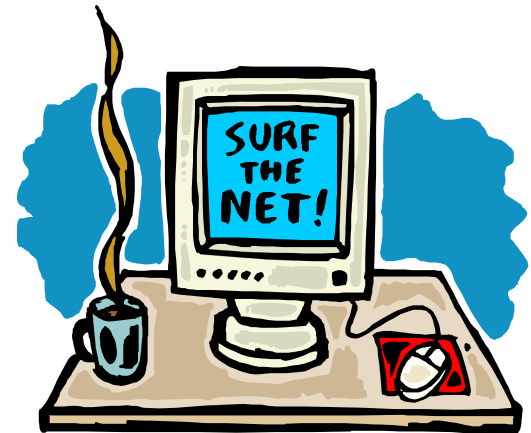
- Databases can be used to store:
 - **Staff records**
 - Reduces administrative costs
 - **Customer records**
 - Quicker access to information
 - Better customer service





Marketing

- **Product**
 - Market research can be carried out and analysed more quickly
- **Price**
 - Can collect information about competitors prices more easily
- **Place**
 - GPS and route-planning software can reduce delivery times
 - Internet can make products more easily available
- **Promotion**
 - New forms of advertising are available





Production

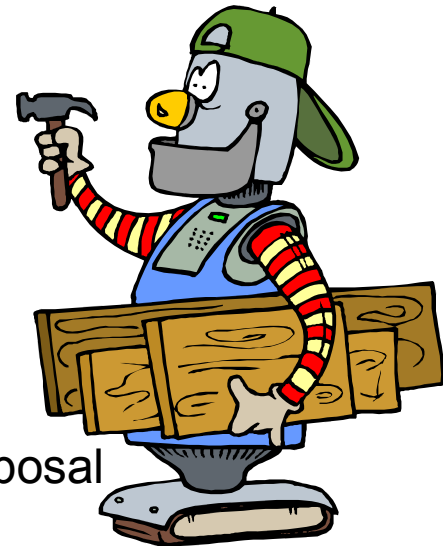
● ICT has helped business improve production using:

➤ **CAD/CAM and CIM**

- Automated factories mean that more can be produced in less time
- This means that there is less waste
- This means a business is more competitive

➤ **Robotics**

- Can work 24 hours a day if necessary
- Can do boring jobs
- Do not need regular breaks and are usually quicker
- They are consistently more accurate
- They can work in dangerous situations e.g. Bomb Disposal





Stock Control

● ICT has created the following tools for businesses:

➤ **Electronic Point of Sale (EPOS)**

- Database of stock, which is kept up to date using bar codes
- Re-ordering is done automatically saving time
- This means businesses hold less stock, so saves money

➤ **Electronic Data Interchange (EDI)**

- Sales and stock information is automatically sent to head office

➤ **Electronic Funds Transfer at Point of Sale (EFTPOS)**

- This system allows customers to pay electronically using a debit or a credit card

