

Media Release



Thursday 11 August 2011

Best practice back-end logistics make smooth e-tail operations Engage in E-tail part two, Melbourne, 17 August

Peak retail industry body the Australian Retailers Association (ARA) together with the Australian Sporting Goods Association (ASGA) and GS1 will jointly host the next Engage in E-tail half-day seminar about Supply Chain and Logistics for Online Retailers on 17 August and sponsored by PayPal.

Supply Chain and Logistics for Online Retailers is part two in the Engage in E-tail series and is designed to help retailers understand the crucial logistical issues associated with selling online. The Keynote Address will focus on 'managing stock control, order fulfilment and back-end procedures in an online environment'. Other topics include 'product identification and barcoding' and 'managing the order cycle – procurement to payment and reverse logistics.'

WHAT: Engage in E-tail, Supply Chain and Logistics for Online Retailers

WHEN: Wednesday 17 August 2011

WHERE: GS1 Australia, Axxess Corporate Park, Unit 100/45 Gilby Road, Mt Waverley

Click here to view map http://www.gs1au.org/contact_us/index.asp

COST: Free for ARA and ASGA members

Non ARA or ASGA Members \$200 inc. GST

TO BOOK: Email events@retail.org.au , call 1300 368 041 or download the [registration form](#)

ARA Executive Director Russell Zimmerman said, "For those retailers who have made the commitment to embrace online opportunities, it's now time to get to the nuts and the bolts of ecommerce and ensure key back-end issues such as order fulfilment, the order cycle and the systems and processes associated with this are best practice."

ASGA Executive Director Brad Kitschke said, "Retailers now know that online retailing is all about customer service and creating a great shopping experience through multiple channels. The back-end work required to create this experience is through carefully managed supply chain and logistics."

One unique feature for delegates at part two of the Engage in E-tail series will be the interactive GS1 Supply Chain Knowledge Centre, an interactive learning program designed to simulate the supply chain and help businesses find solutions. Small, medium and large businesses all benefit from this technology and help them deal with the challenges and opportunities associated with online retailing.

More about Engage in E-tail: The Australian Retailers Association (ARA) and the Australian Sporting Goods Association (ASGA) are jointly hosting a series of seminars throughout August, September and October about everything online and e-commerce to help Australian bricks and mortar retailers embrace the online space, whether they are venturing where they haven't been before or they want to improve their online trade capabilities. Sponsored by PayPal, the 'Engage in E-tail' seminar series covers topics including analysing the online trend and consumer behaviour; getting retailers started online; strategies to increase retailers' online presence and e-commerce capabilities, sharing in-store deals online, supply chain and logistics for online retail, M-commerce and social media for retail. Email events@retail.org.au or call 1300 368 041.

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[Download 'Engage in E-tail' full program.](#) For interview opportunities or media passes contact: Andie McMaster, Media and Communication Officer on 0408 613 178 or email media@retail.org.au