Developing a simple product listing with industry, businesses can share product data and content on the Internet that can be trusted by consumers and accurately understood by search engines.

To learn more: GS1 BarcodeValue

Better product searchability:
Brand Owners, Manufacturers, Retailers, Advertising Agencies and Search Engine Optimisation Strategists can benefit from providing structured data about products and product offerings to improve the visibility / discoverability of those products or offerings on the web.

To learn more: GTIN+ On The Web

Rise of e-Commerce:
Consumers increasingly embrace digital technologies and devices in all stages of their new buying journeys. A customer can use more than one sales channel to shop from a retailer for any given transaction and the challenge to retailers is to create an unified experience to the consumers. The rapidly changing delivery expectations of the digital customers, driven by trends towards click & collect and next day delivery, mean that operating an effective e-commerce supply chain and fulfilment operation presents a whole new set of challenges.

An omni-channel strategy is the key:
In essence, consumers are now accustomed to an "always-on, always-open" shopping experience due to the accessibility offered by online shopping. For retailers to succeed in the e-Commerce, an omni-channel strategy is the key. Omni-channel provides customer with a seamless experience, regardless of merchandise purchasing channel.

How to enable omni-channel strategy:
According to a recent report*, through the conversations with retail executives, it is discovered that the enablement of omni-channel is, intensity and area of focus of retailer efforts varied, four key enablers were identified as the key to a successful omni-channel strategy. GS1 Hong Kong works with a broad cross section of industry trading partners who have agreed to adopt and implement GS1 Standards and collaborate on best practices to assist enterprises and SMEs to capture the omni-channel opportunities efficiently.

Convenience is the drive for shopper transformations
According to a survey conducted by MasterCard Worldwide in 2013, 66.4% of Hong Kong people shopped online, increasing from 57.9% in 2011. 82.0% of the interviewees indicated they had the intention to shop online, compared to 75.5% in 2011. 70.2% of the respondents indicated the main reason for online shopping was convenience.

*Source: TDC Internet Industry in Hong Kong Aug 2014
A retailer sought big data analytics to improve its recommendation engine for sales through multiple channels, including mobile devices to improve the speed and effectiveness of systems that suggest products and services most likely to appeal to individual customers. Also, search engine players like Google are filing various patents in collecting consumer data and utilising them to anticipate needs based on consumers’ past shopping behaviours with unique product code, like GTIN (Global Trade Item Number) offered by GS1.

The strategy in bringing the products to the e-commerce marketplace quickly and have them represented accurately and consistently in potentially thousands of different places online. The information has to be high quality and trusted (i.e. complete, accurate, timely) information and images about the products and services. This strategy also involves building web-scale search products utilising the power of different search technology and data to build custom search engines and innovative experiences.

Accuracy, location and inventory management by utilising global standards like barcode or EPC-enabled RFID technology to create inventory accuracy. It includes support accurate, on-demand access to products and product information at all consumer purchasing decision points. It also strengthens inventory management in both B2B and B2C relationships by improving supply chain visibility. Finally, it enhances business processes to deliver a seamless and satisfying customer fulfilment experience across all channels.

To provide the customer with the products they desire via a consistent research, shopping, purchasing and fulfilment experience—regardless of channel or channels. The strategy includes store fulfilment, pickup-in-store, and return-to-store may be necessary to meet customer expectations and keep up with the competition.

*Are You Ready? How to Create an Always-On, Always-Open Shopping Experience, A View from Retail Leaders on the Industry Imperatives and Needed Standards, Capgemini Consulting 2014*