



**The
Researchers
Hub**

Research proposal

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TITLE

To identify the effectiveness of EPOS tills and system in enhancing management practices and efficiency of business – A study on Pak's Hair and Cosmetics London

Aim

The main aim of the present study will be to know how effective is the use of EPOS tills and system in improving business efficiency where Pak's Hair and Cosmetics operating in London will be chosen for the study.

Objectives

. The key objectives of the present study will be as follows:

- To understand the effectiveness of EPOS tills and systems for hair and cosmetic business.
- To identify the link between EPOS tills and systems and efficiency of a business enterprise
- To recommend ways through which Pak hair and cosmetic business can enhance its organisational efficiency through use of EPOS systems.

RATIONALE

In simpler terms, EPOS is a system that is effective, reliable and supports enterprises in enhancing their management practices and the study will highlight whether EPOS system is effective for the Pak's Hair and Cosmetic business or not. Another reason behind conducting this study is to know about the key attributes associated with the EPOS systems. At the same time, this research will support in developing adequate knowledge about the link between such systems and management practices. Apart from this the personal interest will also be one of the main reasons behind conducting this study as researcher has interest in exploring new management system like EPOS.

LITERATURE REVIEW

The concept of EPOS systems

In the modern era, the hairdressing and cosmetic industry of UK have become highly competitive, and now it is no longer easy for companies operating at small and medium scale to attract new customers. At the same time, these businesses also face issues in retaining existing customers and operating with a high degree of loyalty among clients. Nowadays, businesses are required to focus on implementing effective tools, action plans and strategies with an objective to

improve their operational efficiencies and management practices. It is a very challenging task for businesses to maintain existing market share and customer base in the long-run.

Companies in the industry are now looking forward to identifying different ways through which the existing level of productivity can be increased along with the volume of sales and profitability. Businesses are now required to implement adequate tools and strategies which can support in making their day to day operations cost-effective. These needs of organisations have resulted in the development of EPOS systems which is gaining popularity at a rapid pace.

The use of EPOS systems among businesses and organisations increasing at a rapid pace and the reason for this is that there are several advantages associated with this concept. EPOS systems are defined as Electronic Point of Sale digital systems which work on computers and digital technologies. The main benefit of using such system is that it helps in improving the way in which individuals pay for the products and services which they have purchased[CITATION Dem14 \l 1033]. The payment is made in the electronic format, and thus, it becomes very convenient for the customers to make the payment. Nowadays, maintaining a cash register to record the day to day operations of within a business enterprise has become a very complicated process. Furthermore, tracking every inventory and transaction of cash result in wastage of time, energy and resources which a threat to the overall productivity of a company. EPOS systems are considered as the most effective and potential alternative of cash registers[CITATION Gou13 \l 1033]. The businesses operating in hair dressing and cosmetic industry of the UK are now emphasising on using EPOS system as the system supports them to reduce the time required to calculate inventory every single time.

The system consists of three main components which are software, hardware and peripherals. It can be expressed that these components are developed in such a way that they are able to suit the environment of sales in the best possible manner. The statement can be justified by the example of components such as customer displays, printers, scanners, cash draws and touchscreen[CITATION Abr15 \l 1033]. It can be stated that all these components play a vital role in enhancing the sales environment or experience linked to customer payment. The operations and business practices of any organisation become more flexible after the implementation of EPOS systems. The saloons and hair stylists can adopt these systems as it can directly contribute to increasing the speed of payment and service delivery.

The link between EPOS systems and efficiency of a business

It can be expressed that with the passage of time, the role of EPOS systems among businesses is becoming more and more significant[CITATION Pep16 \l 1033]. The most important benefit of using EPOS systems is that it allows companies to improve the performance and productivity in the long run. The reason behind this statement is that the implementation of EPOS systems provides organisations with an opportunity to transform their manual process to automatic one.

It can be stated that EPOS systems directly affect the efficiency of business in a positive sense because its use allows companies to store their stock and data in a secured manner. Thus, the chances of stock and data getting stolen are reduced, and this results in improving the overall management practices of a business enterprise. However, it can be critically argued that the implementation of EPOS systems is a very costly process, and this is the primary drawback associated with the use of such systems[CITATION BAZ14 \l 1033]. It can be expressed that companies operating at small and medium scale are not able to bear the cost indulged in implementing EPOS systems within the workplace.

The standard package of EPOS system costs around £2000, and it is not feasible for every business to pay such high amount in implementing software. On the other side of this, it can be asserted that the small and medium-sized enterprises are required to understand the fact that the cost is only a short-term expense, and in the long run, EPOS system can provide many monetary and non-monetary benefits. For example, it can help in operating with a high degree of customer satisfaction which can further result in increasing the profits and sales of an organisation[CITATION Whi13 \l 1033]. The use of this system will provide companies with an opportunity to gain a competitive advantage over the other players operating in the marketplace. Efficient, fast and improve payment system will also encourage customers to buy the products and services from one company in the market which operates with EPOS system.

Financial accuracy is another significant benefit associated with the use of EPOS system within the workplace. At the time of charging customers, the cosmetic and hair dressing businesses are not able to obtain complete financial accuracy through their manual processes. However, it can be argued that the benefit associated with EPOS system is that it results in reducing the chances of staff errors and financial inaccuracy during the payment process[CITATION Muk17 \l 1033]. Implementation of the system at the workplace is a onetime investment, but the monetary benefits which the system can provide are very high in number. The loss of profits due to

financial inaccuracy within manual processes is considered as a significant threat to long-term growth and sustainability of any business enterprise. The advantage of using EPOS system is that it helps enterprises in achieving consistency in their pricing and charging strategy[CITATION She16 \l 1033]. On the other side of this, it can be critically argued that the cost of maintaining these systems is also very high and this is another major factor which restricts businesses to implement such system within the workplace. After the implementation, regular maintenance of all the components is required to ensure smooth functioning of the entire system in the long run. However, it is asserted that there are some suppliers of EPOS system which offer free maintenance of system up-to a specific period. The use of EPOS system within cosmetic and hair stylist business can result in improving the operational efficiencies and management practices to a great extent[CITATION Nak16 \l 1033]. For example, the system provides an opportunity to record and monitor the work rate of staff members. A company can review and determine whether the work carried out by employees is satisfactory or not. In situations, if the work rate is not up to the desired extent, corrective measures can be taken by organisations to improve the same. The use of this system will also offer business in hair dressing industry with an opportunity to improve their financial accuracy and attain better profits.

Another benefit associated with the use of EPOS system is that it will provide the business with an opportunity to retrieve information as and when it is required. The speed of processing information and data will get enhanced by implementing EPOS system. Thus, the companies in hair dressing and cosmetic industry will be able to manage the information in more effective manner through its automatic processes. It can also be expressed that operational efficiency of a business enterprise can be enhanced by using such type of systems and process. However, it can be argued that the benefits of the system will be reflected in the long run and this needs to be considered by organisations. It is also suggested that companies should focus on conducting training sessions for workers so that they can understand how the system can be used more effectively.

Conclusion

It can be stated that the literature review will support in understand the overall concept of EPOS systems. The section of literature review is important because it will help in getting insight into the link between EPOS systems and their potential impact of performance of a business enterprise. For example, the section will reflect the key areas which are affected by

implementation of EPOS systems. Apart from this, the section will also plays a critical role in understand different challenges linked with EPOS systems and how to overcome these challenges in best possible manner. The section of literature review is also important because it will support in getting insight into the advantage and disadvantages associated with the use EPOS systems in businesses.

RESEARCH QUESTION AND RESEARCH METHODOLOGY

Research questions

- What is the role of EPOS tills and systems in businesses?
- What is the impact of EPOS tills and systems on overall performance and efficiency of a business enterprise?
- What are the ways through which organisations can enhance their management practices and operational efficiencies in the long run?

Research methodology

Research methodology can be termed as the section of study which depicts the essential techniques and tools employed by the researcher to collect suitable information and carry out the analysis of the same. For conducting a study on identifying the effectiveness of EPOS tills and system in enhancing management practices and efficiency of business, interpretivism research philosophy will be used. The reason behind using this philosophy is that it will allow the researcher with an opportunity to interpret various elements or components associated with the study. The use of positivism research philosophy is generally carried out in studies with large sample size and which are highly structured and according to the nature of present study positivism philosophy is not suitable in this study. Apart from this, inductive approach to research will be used as it will allow the researcher to develop an in-depth understanding of the topic selected for investigation.

Data required and data collection methods

For the present study, the data required will be linked with the concept of EPOS tills and systems. At the same time, information about the effectiveness of these systems in improving business efficiency will also be required. The researcher will be using both primary and secondary sources to collect data. The primary data will be collected by five managers working in 'Pak's Hair & Cosmetics. Here, a well-structured questionnaire will be used to gather primary information. On the other hand, book, journals and different online sources will be used to

collect secondary data. The qualitative technique of data analysis will be used to evaluate information collected from various sources.

Accessibility, reliability, validity and ethics

At the time of conducting research, it is required by a researcher to focus on areas such as validity, reliability, ethics and accessibility. For the present study, the researcher will make sure that the findings of the researcher are accessible to other organisations so that they can understand the significance of EPOS systems in enhancing overall performance. On the other hand, only reliable and valid sources will be used to gather secondary information. For example, books, journals and online sources which are published after the year 2013 will be only taken into consideration. It can be stated that the researcher will make sure that the data collected from secondary and primary sources will not be accessible to the third party.

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APPENDIX

Gantt chart

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Writing Research Proposal									
Reading various literature									
Finalizing the aims and objectives									
Draft literature review									
Collect secondary data									
Analyse secondary data									
Develop research approach									
Draft research methodology									
Develop questionnaire									
Arrange the interview									
Conduct the interview									
Accumulate the data									

Draft Findings									
Analyse data									
Complete remaining chapters									
Submit it to tutor and wait for feedback									

Questionnaire

Name –

Gender

- Male
- Female

Age

- 20-30
- 31-40
- Above 40

1. The competition among cosmetic and hair dressing industry has become highly competitive?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

2. Manual process of payment results in affecting customer satisfaction and business productivity in adverse manner?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

3. Do you have knowledge about EPOS system?

- Yes
- Can't Say
- No

4. The day to day operations of 'Pak's Hair & Cosmetics can be enhanced by implementing EPOS system?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

5. The use of EPOS system will result in improving the way in which a business performs?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

6. What is the major challenge or obstacle in using EPOS system within workplace

- Cost
- Complexity of system
- Maintenance
- All the above
- Other than this

7. Manual process directly results in financial inaccuracy?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

8. The chances of mistakes and omission can be reduced by using EPOS systems within business?

- Strongly agree

- Agree
- Neutral
- Disagree
- Strongly disagree

9. The speed and efficiency of process and payment system gets enhanced by implementing EPOS systems?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

10. The process of stock and cash management becomes more effective by the use of SPOS systems?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree