

## 6.1 Information and communication technology (ICT)

### Email

Use of email means that designers, manufacturers, retailers and consumers can communicate far more efficiently, more quickly and more cheaply than before.

Advantages of email	Disadvantages of email
Very high speed Large address books can be compiled for mass mailing Orders and payments can be made Eliminates postage costs Mobile technology means that email can be received and sent on the move	Lots of spam (junk mail) generated which slows down the internet and clogs up servers Hackers can get into accounts and gain access to your computer, files and personal information You do not know whether the person you are communicating with is actually who they say they are.

### Electronic point of sale (EPOS) systems

Use of checkouts (EPOS) in shops gathers information and is then used to guide customers buying habits and what is stocked in shops.

#### Benefits

Quick and efficient sales and ordering processing

Barcode search makes checking stock levels quick and easy

Ability to adjust and record stock levels on a daily basis

Can generate daily reports on, for example, sales history

Easy to keep customers and suppliers details including what your favourite items are in a supermarket.