

## Effective Use of Retail Store Management System for Small Retail Store

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Small retail store owners make a huge commitment to the daily running of customer requirements. The retail sector categorized as retail store, moderate store, clean food store, specialty food and non-food store, and unorganized retail store. This research focuses specifically on effectively use of a small retail store management system. Small retailers face numerous key problems and the researchers highlighted that the main reason for the problems they face is lack of use systematic information system. Nevertheless, some retailers use an existing basic computer application and they are fundamental system. Therefore, focuses on effective management information systems to achieve their business objectives become a fashion. Research has conducted with the exploration in subjective and quantitative basis survey. This study, conducted with twelve structured interviews had with retail store owners covering the Sabaragamuwa Province of Sri Lanka. Research reveals that the basic need of the retail owner is to increase profits by maintaining the retail outlets in a systematic manner even at the rural level. Furthermore including system features with retrieval of transaction details, effective stock management reminders about stock for effective management, forecast using artificial intelligence on stock management would be the key features to implement an effective retail store management system.

**Keywords:** *Retail store management system, Small retail store, Information systems, Small retailers, First-in-First-out method, Artificial intelligence*

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