

# Supermarket Product Positioning System to Locate the Products

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**Abstract.** Supermarket product positioning system defines the exact location of products and services based on customer requirements to win the market share over competitors. This system assists customers in locating the item or grocery that they need to purchase. This software allows the user to browse the item availability as well as the item placement, which comprises the rack location and the position in the relevant rack. This system allows the user to meet their needs without experiencing rushed. The system benefits both customers and customer care representatives. This technology allows the user to search for their product using the supermarket search and locate the product position with the specific place in the rack; if the product is not available, the application will notify that item is not available. Whether the Product is not available the application may feature the customer to find related products that are available. This application does not feature GPS because it may not always provide accurate data in Sri Lanka. The system uses a smartphone to deliver with no equipment, cameras, or installation required. When the company more focuses on retail, this app assists clients in navigating "large-scale" stores and supermarkets.

**Keywords:** *GPS Navigation, Location Identification, Supermarkets*