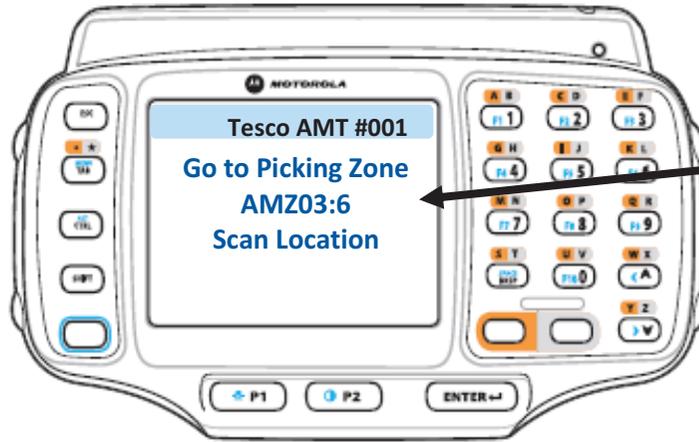


ENFIELD DOTCOM STORE

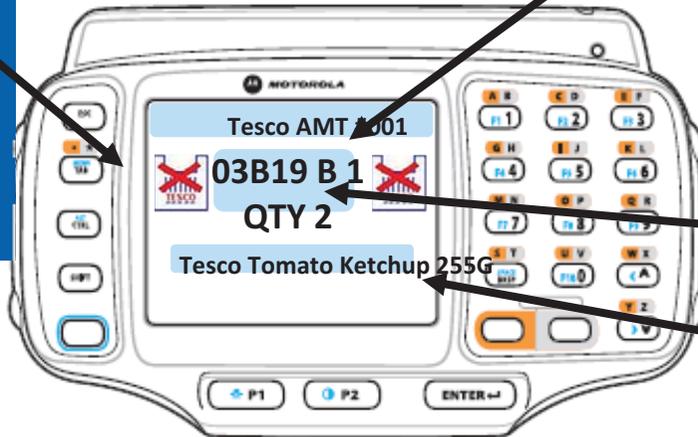


What our Personal Shoppers see:

Arm Mounted Terminal (AMT) Screen Examples



Tells the Personal Shopper where to go
AMZ = Ambient Zone (could be 'CHZ' for Chilled Zone or 'FZZ' for Frozen Zone)
03 = Aisle 03
6 = Zone 6



Product Location
03 = Aisle 3
B = 'Behind' you (it could also be F for 'in front', or 'S' for 'side')
19 = Module 19
B = Shelf B
1 = position 1 (i.e. first item from the left on Shelf A)

Symbol shows customer has requested no bags

Quantity to be picked

Product Description



Picking in Enfield – our most efficient dotcom store yet

Zone pick:

- Picking is balanced across picking zones.
- Popular products in centre of zone, slower items towards edge of zone
- Less walking, no manual turnaround



Personal Shoppers in Enfield

- Pick starts at 4am
- 123 Ambient Picking Zones
- 51 Chilled Picking Zones
- c.145,000 products picked per day
- The “Zone Picking” model enables us to pick at twice the speed of a normal dotcom department

