Digitalization according to Consumer's Reaction Design
-from the Case Analysis of SPA Enterprise Model in Japan-

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Since a consuming pattern came out in polar fashion through economic depression and IMF during the 1990s, the enterprises are now in the position to develop a new manage-ment strategy and marketing channel for the improvement of the business profit and ordinary income. The optimization of supply system through SCM(supply chain management) and construction of QR system help to reduce an unnecessary expenses for the production, which results in high position in cost competition. SPA(Special Store Retailer of Private Label Apparel) was recently studied in USA, Europe, and Japan.

The objective of this study is to give an useful information fon developing domestic market system with the digitalization according to consumer's reaction design through considering the case analysis of SPA enterprise model in japan, the market situation of which is very similar to that in Korea.

The results of the study are as follows:

1. To understand consumer's information and market trend, stores use POS,HHT and etc to digitalize the business management, which helps to easily classify items into popular and non-popular ones, to prevent chance loss and overstock, to reduces the cost, and finally to increase consumer's satisfaction.

2. Store management system was developed based on retail philosophy of "Store the essence of everything". Merchandising management was carried out in selling, delivery, and stock. Informations on selling, discontinued items, and store were mixed, and supplementary order function was provided, and processing of several informations obtained were conducted at the store terminal.

3. Deposit and delivery were recorded on the basis of day. Saving time of stock was notified by color. Ranking list of item number, changing graph of consumes, ranking list of discontinued items, stock balance of store, Transition chart by grouping (brands, sections, items, several weekly selling trend according to good charac-teristics), analysis of items, store class balance table, sales, stocks, achieving rate of estimate, comparative tables with the preceding year were graphed, the analysis of

portfolio were made and the informations obtained were digitalized.

4. Accuracy of demand estimation and consumer satisfaction could be increased with digitalization of business processing for selling plan reflecting consumer's demand. From this, synergy effect of cost saving and profit increase could be obtained through preventing the loss of opportunity, minimizing stock, optimizing according to consumer's demand.