

## ABSTRACT

Retailing encompasses businesses and people and people to transfer goods and services from suppliers to customers, through distribution channels. The channels are linked as a complex network. The important key for retailers' profitability is network management to satisfy retailers' customers, and employee.

Nowadays, many and more retailers are improving their network operation by using information technology. However, improper implementation creates extra delivery cost, information transfer cost, and customer service cost.

Retail Management Online System (RMOS) is proposed to enhance retail business efficiency while lower costs. All necessary retailer functions will be systematically linked in RMOS to illustrate a clear business paradigm. By employing Internet technology, including E-commerce, information transfer will be accurate, reliable, and cost-efficient, resulting in not only less customer service problem but also tighter customer relationship.