

9	Enhanced product visibility along the supply chain
10	Improved information accuracy
11	Improved productivity by generating faster and accurate data
12	Accurate forecasting due to availability of real-time data
13	Sustainable competitive advantage
D. Customer satisfaction and other	
14	Enhanced customer satisfaction
15	RFID implementation decision making environmental factors
16	RFID implementation decision making regulatory concerns
17	RFID implementation decision making security issues

BIOGRAPHY

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