

# Tauranga shopping mall was built tourism essay

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On July 1 , 2012 the General Manager advised the administration department to look into the figure and functioning of the shopping centre and urged how to make it better and inspiring so it could fulfill the needs of the customers. This report is to be completed and is going to be presented on November 9 , 2012.

## **An Executive Summary**

The aim of this report is basically to reach a better result by conducting a survey involving customers and employees, so as to modify the image and functioning of the Tauranga mall and to obtain the better suggestions and recommendation from this survey to renovate it to the state of the art shopping centre which may fully help with the need of the customers.

Tauranga Shopping Mall was built in 1995 and is the biggest shopping centre with the easy access by walk or any transportation. The administrative staff of the Mall is responsible for surveillance on premises, Parking lot, products and services delivered by the shopping centre. The administrative staff encountered problems with entrance which was not welcoming and attractive, smaller parking lot for busy hours, shortage of staff during holidays and failure to meet the clients' needs. The recommendation made were to modify and renovate the premises, enhance the parking lot as per need and hire a new staff and supply the products per demands of customers.

## **Procedures**

Survey Including Qualitative and Quantitative data  
Number of mistakes and impropriety  
Qualitative responses on a five point likert scale regarding the aspects, products and services of the centre. Observation  
Both genders of

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customers were taken which was 67% females and 33% males on busy days but rose to 39% on quiet days out of 120 customers. All staff participated in the survey irrespective of gender or age. The age range encompassed all between 16 and 51 years with mostly (62%) ranging between 17 to 34 years.

Questionnaire Based Survey and Interviews: Asking the customer about a product, services and car park provision offered by shopping center.

Information collected by talking with customers and staff either face to face or over the telephone. Analysis : Gather the information from survey and interview and then analyze to reach the conclusions

## **Findings**

**Premises** The central entrance design does not have a good ambience. The centre is old fashioned and needs to be renovated to the contemporary styles in today's age. The customers are unable to be protected from rain while showers as there are no sheds over the mall entrance or over the walkways of a car park. There is a lack of notice board in mall for customers to advertise for the community. **Car Park** The parking place which is on the ground level is not fenced properly that can cause the nearby children to enter it easily. During busy days, the underground car park is too small to handle the flow of customers. There is a space for lease right on the front of the mall which can be used to park some more vehicles. There have been near hits in retrospect as of disorganized arrangements of the pedestrian crossing in the parking place. There is no security scrutiny of the car park in busy hours, as of the no surveillance of the motion of vehicles the parking lots become very dangerous. There is no proper place for trolleys in parking lot and customers have to walk far to return it. Trolleys happen to be

dispersed all around the parking area making it for both drivers and pedestrian and there is no tags on trolleys mentioning their origin and their place of return which as per law is required. LocationThe shopping center is situated in the main shopping mall of Tauranga with easy access for customers who travel by cars or go by walk. There are number of parking areas around the center. At the time when this shopping centre was established the customers believed that it was convenient and welcoming but with the more time and competition, only its central location is the main factor for its attention. General comments from the clients focused on the convenience of the central location and its ease of access especially for older people who were least interested to travel the distance to other malls located far from the town. ServicesThe customer and staff gave a high rating to the variety of products and services. But being short of staff was a concern for themThere is no proper method to gather the suggestions from the clients and employees on the mall and its functioning. The customers were not tempted by local advertisement. Self service is not encouraged by the positioning of some shelves. There are not enough signs for directing the customer to product groupAt present there is a lack of home delivery servicesOut of 11 service centers less than half doesn't offer eftpos. facilitiesProductsBaking products are on big need but the bakery area is small and old fashioned so it is hard to store a product and suffers to meet the demand. The stock department does not have enough staff during the busy holiday period as the present staff is being told to perform other tasks resulting in accumulation of the stock at the storage place w so as the shelves remain empty. CompetitionPunch card loyalty schemes have been introduced by other competitors which reward the client once it is all full but <https://assignbuster.com/tauranga-shopping-mall-was-built-tourism-essay/>

the centre has no such scheme. On spending over 200 dollars the competitors have a gift scheme for customers. Majority of staff pointed out that the center was a good place to work and they felt like going to the management with suggestions to get a good hearing and the minority of the staff believed that only the change in senior management will bring some actual changes and motivation to improve things.

## **Conclusions**

Premises: The center is very old fashioned and does not go well with the up to date building style so people are not keen on moving in to the centre as the outdated style may keep them off to think the same for the offered products. As of the outdated centre style the entrance is also not welcoming and is also the reason for turning off the customers to enter the mall. The car park walk way does not have enough shelter for rainy days so in rainy weather people prefer the malls with the shed to get under during showers else they may get wet. People can not find any community notice board at the center and they might have to walk to ones with the facility. Car park There is no fence around the car park so the children can wander in to the car park which may endanger the life of children and risk the customers for accidents. During the busy days the car park is too small to cater the customers' needs for parking. There is a space in front of the mall which can be used for parking. The Pedestrian crossing is poorly organized and that may pose danger to the pedestrians as there is a history of near hits in the past. There are also no surveillance cameras accessible at the car park and poses risk for many accidents and unexpected events. There is no supervisor available and pedestrian crossing poorly positioned at car park. Because of

that car park can be hazardous on busy days. The trolley stand is distributed around the car park unevenly so the customers have to walk a long way to drop a trolley at stand. Some customers do not bother to put a trolley at the stand resulting trolleys are left all around the car park that makes it hazardous for both driver and pedestrian. LocationThe center is located in main shopping mall of Tauranga with easy access for customer by foot and transport. Many old Customers believed that center was welcoming and convenient when it was first established but because of the modern competition only its central location is now convenient and tempting for the customers. The popularity of the mall is among the elderly people living in the central city as they are hesitant to travel to the far places as compared to the younger generation which might not limit themselves to go far for the fashion. ServicesServices and products received high rating from customers and staff but being understaffed was the main concern. No suggestion boxes are present for feed back from employees and customersCustomers are not tempted to local advertisements showing failure on the marketing aspect of the mall. There are no self check-out counters at the facility. The sign boards are not proper for leading the customer to the products, also the shelves are not placed and manage properly and there is also a shortage of product. There is also lack of home delivery services which might limit the sale of products and client's attraction to shop online. Nearly half of the counters lack eftpos facility so customers need to have cash out handy, which might be troublesome for many. ProductThe bakery products are profitable and demanding but the bakeryarea is too small. So there is not enough space to store the products. Therefore the products run out quickly. The shortage of the staff leads to empty shelves and piled upStorage room and results in less

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sales output. Competition There is no punch loyalty card scheme for mall as compared to others in industry which is a decent incentive for the customers. There are no gift hampers over any amount of shopping like other shopping malls who offer gifts over 200 dollars worth shopping. This may tempt the customers to fall for other malls. Majority of staff believed that going to management with suggestions could be effective but few believed that only change in senior officials could do the purpose.

## **Recommendations**

Premises They should renovate the center ambiance by rearranging roof on the car park. The centre should be renovated in modern style with the help of Civil and Architect professionals. The sheds needs to build to make sure that customers are being protected from rain and sun heat. The notice board should be provided in the mall for the community advertisements . Car park The unfenced car parking place on the ground level should be fenced by the management to avoid any harm to the children and enhance security level. The underground car park is insufficient for parking purposes so the area in front of the mall can be used for parking by the management. The management should mark the zebra crossings clearly so that the safety of the pedestrians is not sacrificed at any cost as there have been near hit incidents in past because of disorganized pedestrian crossing. There should be security surveillance in terms of the cameras and the officials as they can keep an eye on the movents in car park to maintain the safety of children , customers and vehicles in mall premises. Spread trolley stands evenly on allocated trolley stands so customers do not have to walk a long way. The shopping carts should not be dispersed haphazardly becoming source of

inconvenience and accidents in parking area for drivers and pedestrians.

**Location**The location of the centre is perfect as being close in the city so it should not be worrying any decline in marketing advertisement of the mall for its sales progress

Again the idea is to renovate the mall as per recent contemporary styles to reinstate its value among the people. This would surely increase the trend of the customers to move their feet back to the mall which were kept off by its outdated architecture. Though mall is still

tempting for the elderly clients because of its ease of access but to tempt the youth it has to be stylish and modern and this way it would be able to

capture the heart of the younger customers. **Services**The management should hire more staff to put them on the busy days. One suggestion is the hiring of the casual staff if permanent staff could lead to the financial burden on the management.

Employing casual staff for the busy days can resolve the problem associated sales issue for different products. There should be

suggestion boxes at every counter for the customers so they can record their suggestions and availability of manager for any complaints should be

ensured when required by the clients. The advertisements should be made in tempting way to attract the customers and the management should seek

expert opinion from the Marketing professionals to enhance their marketing and advertisement skills as this poses a major impact on the sales of

products in any shopping centre. Self serve checkouts should be made available so that it may encourage the clients who don't like to que on the

helping check outs. There should be proper sign boards in the mall indicating the directions and products / items for the particular row so customer can

reach to their desired items without wasting time and by hiring more casual staff the shelves will not remain empty and no storage will accumulate in the

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store and this would definitely increase the products on the floor and more sale and more profit. There should be home delivery for items and one idea could be to deliver items home after the specific amount of purchase like 100 dollars worth purchase or like that. In modern days of today where Eftpos cards are in wallets other than cash so management should make sure that eftpos facilities are available at each counter so that customer are at comfort to make their choice of payment. Products They should develop the bakery area, use new equipment, and make a storage area bigger so they can store more bakery product during the busy days and would not run out of products and make more profit. The center management should hire a new staff 9 Casual if permanent is a financial constraint as discussed above ) so during the busy holidays storage department would not have to face a shortage of the staff and the products will be on shelves instead of piling up in the storage room. Competition Being in market really puts one in competition and comparative analysis is the key to rise in this situation , in case when other malls present loyalty punch cards to their customers , Tauranga shopping centre should take the similar initiative with better incentives when the card is full. For example if there are less punches required on loyalty card as compared to others then that would surely tempt the clients more to mall There should be gift hampers on shopping worth certain dollars , like if you put 200 Dollars for a decent gift hamper then that might tempt every entering customer to at least get some stuff worth these dollars , this positively shoots the sales amount in the mall . Though majority of the staff believe in senior management , it is really essential for the senior officials to win the confidence of the staff and make sure that they are

valued members of the organization and this would result in harmonious working environment which is the key to rise among other competitors.