

Tauranga shopping centre location and access tourism essay

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**ASSIGN
BUSTER**

To : BP@MCLibrary. co. nz
Subject : Returning of the book " The White Tiger"

Dear Ms Page, My sincere apologies for the not returning the book, " The White Tiger by Aravind Adiga" on time. The email sent earlier this week has been sitting with my spam emails and unfortunately, I noticed it today. The book will be returned promptly and I will settle the fines incurred at the same time. I would appreciate it if my access and library membership does not get cancelled. I will in turn be more vigilant and make sure that the books get returned on time. Many thanks, Devika Chandra Kumari
MC1457839/CBorrower xyz@xtra. co. nz

Question 3 Formal letter

Devika Chandra Kumari
The Marketing Director
Health Exhibitions
International
Level 5. 109 Queen Street
Auckland 114018
July 2011
Thomas Smith
Flat 303 Crinkly Mansions
856 New North Road
Auckland 1025
Dear Mr Smith, Thank you for your letter outlining your experience at the exhibition " Nursing in the Future" at the Fortune Hotel on Saturday, 16 July and Sunday, 17 July 2011. Currently our online registering system is under maintenance. Our IT team is aware of this and is also working towards to making it more user friendly. I am grateful for you in pointing out the issues you have witnessed with hotel staff lack interest in helping the delegates with walking disabilities. We were unaware of this and will endeavour to appoint more volunteers in future exhibitions. I am sorry to hear that there were not enough reading materials and brochures for you to take away. However, all the product information you may require is available on our website and you can take advantage of at your leisure time. We also have more leaflets and brochures available here at the office and can be mailed to you. Finally I

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would like to thank you again for your feedbacks. The issues that were brought forward by you, has been forwarded to the various departments concerned and promising that there will be vast improvements to our future exhibitions. Should you have any further queries, please free to contact me.

Yours Sincerely,

Devika Chandra Kumari Managing Director Health Exhibitions International

REPORT ON THE TAURANGA SHOPPING CENTRE

Author : K. Devika, Administration Department

1. Terms of reference

On 1 July 2012, the General Manager, requested a report on the image and operations of the shopping centre and recommendations on how it could be made appealing and improvements to meet the needs of the customers. This report is due on 9 November 2012.

2. Executive Summary

On July 2012, I delegated a local marketing company, Ragwort and Simpsons Ltd, to carry out surveys on Tauranga Shopping Centre, on how customers and employee needs are met. On 30 July 2012, Ragwort and Simpsons Ltd came up with their findings with regards to the car park provision, products and services offered by the centre. Ragwort and Simpsons Ltd canvassed 120 customers on two busy days, and one quieter day with age range between 16 and 65 years, and majority about 76 % being in the age range of 25 to 55 years where 67 % being female to 33% being male on busy days

with slight increase in the percentage of males to 39 % on the quite days. The staffs were also surveyed for a week in order to assess staff working the rota system placed at the centre, they showed enthusiastic interest in participating but some expressed scepticism that any changes would take place. Some longer serving staff pointed out that management should have focused the decline of the premises earlier and tight with money was major concern. Staff age range canvassed was between 16 and 51 years with greater number of respondents 62% ranged from ages 17 to 34 years with 59% being female to 41% being male. Customers and staff were asked to rate their point of view of the centre, its products, and services on a five point liked scale and also provide qualitative responses to extend their ratings.

3. Procedure

Surveys

3. 1. 1 Customers were canvassed over three day period which included two busy days and one quieter day. 3. 1. 2 Staff were surveyed over period of one week in order to assess staff working the rota system in place at the centre.

Rating of the Centre

3. 2. 1 Customers were asked to give rating on the aspects of the centre, its products and services on a five point liked scale. 3. 2. 2 All staff were directed to give rating on the aspects of the centre, its product and services on a five point liked scale.

Age range canvassed and gender distribution

3. 3. 1 The age range for customers and staff canvassed and greater number canvassed at what age was recorded. 3. 3. 2 The gender distribution that is percentage of male and female of customers and staff canvassed was accounted for.

Staffs opinion and suggestions

3. 4. 1 Staff expressed their views with changes in senior management.

4. Findings

4. 1 Tauranga Shopping Centre : location and access

4. 1. 1 Customers can easily access the shopping centre since it is located in the Tauranga shopping mall and is equipped with a number of parking areas which is convenient for customers both on foot and on cars. 4. 1. 2 Customers specially, the older patron who were less inclined to travel have commented on the location of the centre and its easy access compared to the competitors located on the periphery of town.

4. 2 Design and looks

4. 2. 1 The entrance of the centre is unappealing. 4. 2. 2 The centre is very old – fashioned and needs to be renovated to current and in order to lift up the image of the company.

4. 3 Bakery

4. 3. 1 The bakery is small, old fashioned and struggles to meet customers' demands since there is a high demand in baking products

4. 4 Services and products

4. 4. 1 When established, customers found shopping at the centre suitable and welcoming but now overtaken by other challenges and only its central location customers shop there. 4. 4. 2 Despite a shortage of some products on the shelves, both the customers and staff gave a high rating for the range of products and service provided. 4. 4. 3 Some shelves arrangement does not encourage self – service. 4. 4. 4 Product group areas have few signs directing customers. 4. 4. 5 The stock department is often under staffed and current rostered are called away to perform other duties during busy times, stock does not get taken out of the storage resulting empty shelves.

4. 5 Local advertising

4. 5. 1 To attract customers there is no local advertising activities carried out.

4. 6 Punch card loyalty scheme

4. 6. 1 The centre does not have punch card loyalty schemes to reward its customers once the card is full as other competitors do.

4. 7 Gift bag

4. 7. 1 Competitors give their customers a gift bag when they shopping is over 200 dollars.

4. 8 EFTPOS facilities

4. 8. 1 Out of eleven serving counters, four do not offer EFTPOS facilities.

4. 9 Feedbacks

4. 9. 1 There is no system in placed to collect feedbacks from customers and staff on the operations.

4. 10 Notice board

4. 10. 1 The centre does not have a notice board for customers to place notices.

4. 11 Home delivery

4. 11. 1 Home delivery service is not available at present.

4. 12 Trolleys at the car park

4. 12. 1 There is no indication for returning of the trolleys; one of the legal requirement and seems to be left all over the place causing a risk for both drivers and pedestrians. 4. 12. 2 Uneven distribution of the trolleys stands in the parking areas therefore customers have to walk a long distance to return them.

4. 13 Car parking area

4. 13. 1 There is no fencing on the ground level parking area and children next to the pavement can wander into the car park. 4. 13. 2 The car park does not have any security surveillance. 4. 13. 3 During the busy periods the underground car park cannot cope with the number of customers. 4. 13. 4 The car parking areas are quite dangerous during busy periods and there is no supervision for vehicles. 4. 13. 5 Poor positioned pedestrian crossing have had caused a narrow escape in the past. 4. 13. 6 There is an area in front of

the mall which could be available for lease and could provide additional car parking.

4. 14 Shelter for rainy days

4. 14. 1 The entrance or the park walkways does not have enough covered area for customers to shelter during rainy days.

4. 15 Management

4. 15. 1 Majority of employee pointed out that they were satisfied with their management but as few of them felt that improvements would come about is management would change.

5. Conclusion

Tauranga Shopping Centre : location and access

The shopping centre being located in Tauranga shopping mall with easyreach for all people. The centre is convenient for people who need easy access to itcompared to the competitors.

Design and looks

5. 2. 1 The entrance of the centre needs updating and appealing for customers tostop them go pass to other shopping centres. 5. 2. 2 The centre is very old – fashioned and not current therefore customerslosing interest shopping there.

5. 3Bakery

5. 3. 1 Bakery is not making much profit and not fulfilling customers demand.

5. 4 Services and products

5. 4. 1 Customers are attracted to new competitors and are more welcoming.

5. 4. 2 Staff and customers liked the service provided and the range of products, a variety to choose from despite shortage of some products. 5. 4. 3

Customers cannot reach out to some of the products arranged on the

shelves. 5. 4. 4 Customers face difficulties and takes up their time finding the

right products. 5. 4. 5 The stock department being under staffed resulting

stock getting piled up in the stock room and being out dated. The shelves are being empty therefore unhappy customers.

5. 5 Local Advertising.

5. 5. 1 Local advertising will attract customers and their will know about the range of products the centre has to offer them.

5. 6 Punch card loyalty scheme

5. 6. 1 Customers go to other competitors since they have punch card loyalty scheme to reward them once their card is full.

5. 7 Gift bag

5. 7. 1 Customers tend to shop with other centres since they give away gift bags to their customers when customers spend over 200 dollars for their shopping.

5. 8 EFTPOS facilities

5. 8. 1 Payment through EFTPOS card is fast and easy for customers to settle their bill they feel unsafe carrying large amount of money.

5. 9Feedbacks

5. 9. 1 There is no system in placed to collect feedbacks from staff and customers therefore the operations have no idea if they are fulfilling customers'needs and demands.

5. 10Notice board.

5. 10. 1 Customers cannot post their notices at the centre.

5. 11Home delivery

5. 11. 1 There are no home delivery services available therefore customers may have to hire trucks or pay for delivery service for their purchases to be delivered.

5. 12Trolleys at the car park

5. 12. 1 Both the drivers and pedestrians have high chance causing an accident since the trolley is left all over the place at the car park. 5. 12. 2 Customers are tired while walking a long distance returning the trolleys.

5. 13Car parking area

5. 13. 1 There is no fencing around the car park area resulting children wander away into the car park and is not safe for them, they can end up having an accident. 5. 13. 2 The car park area does not have a surveillance camera therefore there may be a possibility of theft and crime. 5. 13. 3 There is no enough space available for customers to park their car during the busy periods. 5. 13. 4 During the busy times, drivers park their vehicle very carelessly, and takesless precaution hurrying to and fro the shopping centre. 5. 13. 5 Drivers driving along the pedestrian crossing cannot see it well. 5.

13. 6 There is a space in front of the mall which could provide additional carpark resulting easy and safe parking for customers.

5. 14 Shelter for rainy days

5. 14. 1 Customers end up getting wet during the rainy days because there is no shelter available for them at the walk way.

5. 15 Management

5. 15. 1 A change in the management could elevate the business

6. Recommendations

It is recommended that :

6. 1 Tauranga Shopping Centre : location and access

6. 1. 1 Inform everyone that the shopping centre can easily accessed by all customers and have the parking lot available to its customers only at all times. 6. 1. 2 The city centre has easy access to parking area, competitors centres should have more parking that makes it easier for customers who cannot walk long distance.

6. 2 Design and looks

6. 2. 1 Redesign the entrance of the centre to attract customers. 6. 2. 2 Renovate the centre to current giving it a modern look and this would uplift the image.

6. 3 Bakery

6. 3. 1 Install new baking machinery and enlarge the bakery.

6. 4Product and services

6. 4. 1 Create ways, and bring back that atmosphere making the centre a friendly, welcoming and suitable environments to win back the customers. 6.

4. 2 The shelves are full of products at all times. 6. 4. 3 Position the shelves in such a way that customers can easily access the products arranged and provide spacing between them so it is not knocked over while customers

reach for them. 6. 4. 4 Put up more product signs for product groups on fluorescent colours with dark bold writings. 6. 4. 5 Employ more staff in the stock department and restocking the shelves to avoid empty shelves and stock piled up in the stockroom.

6. 5Local advertising.

6. 5. 1 Promote local advertising by putting an advertising on the local newspaper and airing the daily promotions on the local broadcasting channels.

6. 6Punch card loyalty scheme

6. 6. 1 Install a punch card loyalty scheme for the customers as the competitors.

6. 7Gift bags

6. 7. 1 Introduce gift bags for customers purchasing over 175 dollars instead of purchasing over 200 dollars as the competitors.

6. 8EFTPOS facilities

6. 8. 1 Install the EFTPOS facilities in all the counters.

6. 9Feedbacks

6. 9. 1 Ask customers to provide feedbacks on products and services more often.

6. 10Notice board

6. 10. 1 Put up a notice board in a corner and decorate it well so customers can place their notices and follow them up.

6. 11Home delivery

6. 11. 1 The shopping should purchase a delivery truck to deliver products to customers nearby.

6. 12Trolleys at the car park

6. 12. 1 Delegate a staff member to collect all trolleys and return them to the right place to minimize hazard for both drivers and pedestrians. 6. 12. 2 The centre has to organize more and even distribution of trolley stand that is easily accessed by its customers.

6. 13Car parking area

6. 13. 1 Put fencing around the ground level parking area to prevent children wander into the car park. 6. 13. 2 Management to install a security surveillance camera at the car park. 6. 13. 3 The shopping centre has to locate a bigger area for customers to park their vehicle during the busy periods. 6. 13. 4 Shopping centre to delegate a staff to supervise the vehicle movements during busy times. 6. 13. 5 Reposition the pedestrian crossing in the car – park so drivers and pedestrians can see each other more clearly while using it. 6. 13. 6 Approach the authorities owning the vacant area in

front of the mall for leasing to accommodate additional car parking for the centre.

6. 14 Shelter for rainy days

6. 14. 1 Design and install a safe sheltered walk ways at the entrance for customers to shelter from rain on rainy days.

6. 15 Management

6. 15. 1 Call up a staff meeting and with the management and collect votes from everyone for changes in senior management and also staff to come forward with their suggestions.