

Manager of tauranga shopping centre tourism essay

[Sport & Tourism](#)



**ASSIGN
BUSTER**

BUSINESS COMMUNICATION ASSIGNMENT TWO NAME: ANISH PRASAD TUTOR'S

NAME: MUNNA HALLIS STUDENT ID: 12030909 DUE DATE: 05/02/2013 To:

BP@MCLibrary.co.nz Subject: Overdue fees From: (automatic generated) Dear

Betty, Firstly I would like to apologise for the inconvenience caused by me.

Despite getting your email last week, I only came across my spam folder

today. Without any further discussion, I would return the book The White

Tiger by Aravind Adiga as soon as possible and settle the late return penalty

imposed on me. Furthermore, I am ensuring you that in future issues of this

sort would not arise and would be happy to continue getting your valuable

support. Thanking you in advance. Yours Faithfully, Borrower anish@xtra.co.nz

NAME: ANISH PRASAD STUDENT ID: 12030909 TUTOR: MUNNA HALLIS DUE

DATE: 05/02/2013 18 July, 2011 The Marketing Director Health Exhibitors

International Level 5, 109 Queen Street Auckland 1140 Flat 303 Crinkly

Mansions 856 New North Road Auckland 1025 Dear Mr. Smith, I am writing this

letter to you as a reply of your last letter which I received few days back.

There were some issues which you mentioned, and knowing that you being a

valuable part of our organisation. I would like to rectify all issues so in future

we could provide services up to your expectations. The first issue was on

registering part and during the exhibition time we had some technical faults

on our website and which was later attended by our technicians and we have

managed to run things smoothly again. Secondly it was such a sad thing to

hear about the lack of help provided by the hotel staff. In order to improve on

that we have hired twenty delegates who are undergoing daily training so in

future errors of this sort could be omitted and also special wheelchairs are

being bought for people who have walking disabilities. Thirdly we have

brought in eight new projectors in which people will tend to enjoy the display of new equipments on a wider scale. Our technicians are also working on a new website, where our exhibitors can find our colourful brochures and leaflets and all other relevant information. Lastly, I would like to thank you for bringing up these issues as we would be able to provide services in a more professional way. Enclosing this letter I assure you that in future issues of this sort would not be repeated and you would be served with experted advice. NAME: ANISH PRASAD STUDENT ID: 12030909 TUTOR: MUNNA HALLIS DUE DATE: 05/02/2013

A Report to the General Manager of Tauranga Shopping Centre on the Image and Operations of the Shopping Centre

Name: ANISH PRASAD

Student ID: 12030909

Tutor: MUNNA HALLIS

Due Date: 05/01/2013

1. Terms of Reference

On 1st July, 2012 the General Manager of Tauranga Shopping Centre approached me to request for a research on the current image and operations of the shopping centre with recommendations on how the image of the shopping centre could be uplifted to cope up with the competition in the market and at the same time be able to provide the customers the expected quality of service. The report was to be presented in the next management meeting which was to be held on the 9th of November, 2012. Ragwort and Simpsons Limited was hired to conduct a customer and

employee survey to find out how well the centre met its customer expectations. They were also asked to expand the research area to include the premises and its presentation, car park safety, parking facility and the range of goods and services provided

2. Executive Summary

The main purpose of this report is to determine the current rating of the Tauranga Shopping Centre in terms of meeting its current customers' expectations and improving the current ways of running the shopping centre to meet and where possible uplift the level of productivity and level of satisfaction for its current and potential customers. The shopping centre started its operation as a general grocery store in the year 1995 in the main shopping mall of Tauranga which is one of the busiest locations. The shopping centre provides general home grocery together with baking products as well. The employees of the shopping centre are between the ages of sixteen and fifty-one. The gender distribution of the staff is fifty-nine percent female to forty-one percent male with almost all females working as check-out operators. Ragwort and Simpsons presented a report outlining their findings in the following areas: The location of the Shopping Centre. The presentation of the shopping centre including the design of the building and the condition in-terms of maintenance. The size of the car parks compared to the volume of shoppers during busy periods. Availability of covered areas in times of bad weather. Availability of the products. Availability of trolley stands. Safety and security of staff and customers on the premises. Availability of traffic patrols during busy times for driver assistance. Signs and directions on the premises. Availability of comment boxes and public

<https://assignbuster.com/manager-of-tauranga-shopping-centre-tourism-essay/>

notices. Local advertising techniques. Level of self- service options provided. Home delivery services. Payment options available. Size (area) of the product shelves compared to the demand for the products. Staff distribution on the floor. Schemes and incentives provided by competitors. The shopping centre will need to focus on a number of areas in order to become more competent and to satisfy its current and potential customers and staff. The main areas to focus on providing an attractive shopping environment, more space inside and outside of the store, re-distributing staff effectively, investing in marketing and working on providing incentives to its customers. A detailed recommendation can be found in the Recommendations section of this report.

3. Procedure

Purpose

The following methods and procedures were carried out by hiring Ragwort and Simpsons Limited who are a local marketing company, to gather data from customers and staff in order to determine how to improve Tauranga Shopping Centre in terms of its presentation and meeting its customer expectations.

4. Method

4.1 Customer Survey

One hundred and twenty customers were interviewed between the ages of sixteen and sixty-five out of which seventy-six percent ranged from the ages of twenty-five to fifty-five years. The gender distribution was sixty-seven percent female to thirty-three percent male on busy days with a small

increase of thirty-nine percent of males on the quiet days. The survey was conducted using a five point Likert scale.

4. 2 Staff Survey

All staff was surveyed over a period of one week. Staffs were asked to provide qualitative responses to expand their ratings on the scale. The age range canvassed was between sixteen and fifty-one years with sixty-two percent of the respondents in the range of seventeen and thirty-four years. The gender distribution was fifty-nine percent female to forty-one percent male with almost all check-out operatives being female.

4. 3 Observation

Ragwort and Simpsons Limited carried out observations on the day to day operations of the business. Their research was mainly based on the following areas: Parking facilities Premises and Presentation Efficiency and Technology Community involvement and advertising

4. 4 Online and Library Research

(Online Journals and Books). An exhaustive list has been included in the reference section.

Findings

Parking Facilities

The ground level parking was not fenced therefore making it hazardous for shoppers and their kids who could wander into the car parks. The underground car park was not of an appropriate size to be able to cater for all customers during busy period. There was not enough covered area over

the entrance and the car park walkways for customers to shelter during rainy season. There was space available in front of the shopping centre but is not being utilized for expanding car park area. The pedestrian crossing in the car park was poorly positioned and near-miss accidents have been recorded in the past. There was no staff available to guide the traffic during busy periods making the car park quite hazardous. No security surveillance was available for customers and their vehicles. Trolleys left all over the place caused hazard for drivers and pedestrians due to no instructions or signs for proper trolley return procedures and trolley-return bays are located unevenly.

Premises and Presentation

The design of the entrance to the Shopping Centre was very un-welcoming. The location of the shopping centre was very convenient to customers. This was the major reason that the current customers were still shopping at the Tauranga Shopping Centre. The centre was looking very out-dated and needs renovating. The positioning of some shelves restricted the amount of self-service for customers. There were very few signs and directions guiding users to the product group areas.

Efficiency and Technology

Shortage of products on the shelves was a major concern. EFTPOS Payment options are available on some counters only. There was lack of space for bakery products even though these were highly profitable items.

Competitors ran advanced incentive schemes that Tauranga Shopping Centre has not thought about introducing. Competitors also gave away free gift bags with purchases worth over two hundred dollars.

Community involvement and advertising

There were no community notice boards available for customers to post notices. There were no comment boxes available on site for staff and the customers. No local advertising or marketing strategies in place by the Shopping Centre to attract potential customers.

6. Conclusion

After exploring the findings on the operations of Tauranga Shopping Centre, it can be concluded that the current customers found the central location of the shopping centre very handy and this was the major reason to continue shopping here. The following titles describe the conclusion that can be drawn from the findings. The building was in need of renovation

Parking Facilities

It can be concluded that the car parking facilities provided by the Tauranga Shopping Centre was not satisfactory for the customers. There were no trolley-return bays available which caused trolleys to be left all over the car park causing hazard to the customers and their vehicles. No staff was provided to assist drivers with parking or pulling out of car parks during busy periods. There was no security or surveillance in place to protect customers and their belongings making the car park area quite unsafe. Most importantly, pedestrian crossings and fencing were of poor rating according to the customers.

Premises and Presentation

The location of the shopping centre was the major factor that attracted customers as it was centrally located and within the main mall of Tauranga.

<https://assignbuster.com/manager-of-tauranga-shopping-centre-tourism-essay/>

The not so good part about the shopping centre was that the design of the entrance was very un-attractive and the building design was of an out-dated fashion. The shelves within the store were arranged in such a way that hindered most of the customers from self-service while choosing products. The signs to direct the customers to the product group areas were missing for most of the product groups making it even more difficult for customers to locate the product in the store.

Efficiency and Technology

There were often shortages of products on the shelves which was a major concern. The lack of space to display the baking products was a major drawback for the shopping centre as these were one of the most profitable items. Lack of incentive schemes such as gift cards made customers lose interest in shopping at the Tauranga Shopping Centre. There was a lack of EFTPOS machines and only a few counters were providing this payment option. There was a lack of staff in the stock department.

Community Involvement And Advertising

The findings also point out that there was no notice board to allow the staff or customers to post notices. There was no comment boxes placed on the premises as well that would allow customers and staff to have their say towards the business. As for advertising, no local advertising strategy was in place to promote the business or attract new customers. All in all, it can be concluded that there were very less factors that attracted customers to the shopping centre. The prime factor was the central location that played a big role in getting customers. The rest of the findings were opportunities that

Tauranga Shopping Centre needs to work on to improve the image and operations of the shopping centre. These will be discussed further in the Recommendations section of this report.

Recommendations

The findings and conclusions in this report support the following recommendations: The out-look including the entrance and the building design of the premises needs to be upgraded and made more attractive in order to attract new customers and also to give Tauranga Shopping Centre a new and professional look. The parking area needs to be fenced, more trolley parking bays need to be assigned and also the walkways need to be covered so that the customers are provided shelter on rainy days. Pedestrian crossings have to be developed as well and if possible, place humps around the pedestrian crossing so that vehicles stay within the speed limit to avoid accidents. The counters with no EFTPOS machines need to be looked into and more man power was to be introduced so that every department has enough manpower for efficient productivity. A community notice board needs to be set up for customers and CCTV cameras and surveillance cameras to be installed in the whole premises for the safety of the customers and their belongings. The baking area also needs to be expanded since baking products are highly profitable. Incentive schemes and gift vouchers such as fuel vouchers, grocery vouchers, and in-store competitions can be introduced to attract potential customers and at the same time appreciate the co-operation of current customers. More parking areas to be provided by leasing the vacant space in front of the store. A dedicated staff member or security person in the car park area will be a good idea as they can assist by

<https://assignbuster.com/manager-of-tauranga-shopping-centre-tourism-essay/>

guiding customers towards available parking spaces during busy periods. Place comment boxes on the premises to allow staff and customers to have their say towards the business so that the operations can be further streamlined to suit the customers' requirements. Design marketing strategies to promote the shopping centre. Using local radio, newspapers, flyers and pamphlets of weekly specials will make the shopping centre well-known in the area and will make it competent in the current market.