

How the centre meets its customers needs tourism essay

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On the 1st of July 2012, the general manager asked for a report on the research of image and operations of the Tauranga Shopping Centre and to make recommendations on how it could be made more attractive and better able to meet the needs of the customers. The report is due at the next management team meeting on the 9th of November 2012.

2. Executive Summary

The purpose of this business report is to carry out a customer and employees survey on how the Centre meets its customer's needs. And to conduct a research relating to the premises, parking provisions and the services on offer. This report gives an in depth analysis of the shopping centres services and products provided. Tauranga Shopping centre is a popular and busy public company which was established in 1995. Although the company since has extended its area of service and products, the findings seems to show certain areas of the centre unsatisfactory and has a critical impact of the centres day to day services. For example, there is no security surveillance in the carparks which makes car, customers prone to theft and no protection barriers to prevent children wandering into busy carparks. Therefore it is recommended that the centre invest in security surveillances systems and develop proper protection barriers for children safety.

3. Procedure

3. 1. Customer Surveys

120 customers were surveyed over a three day period, two normally busy days and one quieter day. A five point Likert scale was used for the customers to rate the aspects of the centre and its products and services.

Customers were also asked to provide qualitative responses to expand their ratings on the scale. The age range covered was between 16 to 65 years with a large proportion of the customers surveyed (76%) being in the age range of 25 to 55 years. The area gender distribution was 67% female to 33% male on busy days with a minor increase in the percentage of males on quiet days. (39%).

3. 2. Staff Surveys

All staff was surveyed in a one week period to assess the working rota system in place at the centre. A five point Likert scale system was used for the staff to rate the aspects of the centre and its products and services. Staffs were also asked to provide qualitative response to expand the ratings on the scale. The age ranged surveyed was between 16 and 55 years of age with a significant number of the staff (62%) in the age range of 17 to 34 years. The gender distribution was 59% female to 41% male with almost all of the females being checkout operatives.

Findings

Carparks Issues And Safety

There is no protective barrier or fence on the ground level parking area so children on the adjoining sidewalks can wander in to the busy carparks. During busy days the underground carparks is not adequate enough to handle a large number of customers. More carparks could be accommodated as there is an area available for lease in front of the mall. The carparks have a poorly positioned pedestrian crossing which has had some near misses in the past. There is currently no vehicle parking supervision provided which

makes the car parks very hazardous on busy days. Security surveillance is not setup in the car parks which puts theft a safety concern for customers. Trolleys prove to be hazardous as they are left all over the place and disturbs drives and pedestrians. No indications (legal requirement) are on them to ease in returning trolleys.

Customer Services And Provisions

The shelf positions discourages self-service. Home delivery service is not present at the moment. Due to being out-dated and small the bakery area struggles to meet the demand. EFTPOS facilities are not available at four of the eleven checkout counters. During the busy holiday period and being understaffed, the existing staff are engaged in the tasks which results in the storage area being piled up and empty shelves. A high rating was given by customers and staff, but a shortage of some product was a concern. The trolley stand provisions were not situated at even distances as some customers had to find and walk quite distances to place trolleys.

Customer Information

Customers are not able to post notices as there is no community notice board present. There is no approach towards the customers and staffs to collect feedback on the centre operations. Centre seems to not provide local advertising to attract customer attention. A limited amount of signs are available for customers to help direct product group areas.

Customer Rewards Scheme

A punch card loyalty system has been introduced by the centre competitors which rewards customers when card is full but no similar reward system has

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been setup by the centre. Gift bags rewards have been setup by the centres competitors were a purchase of over 200 dollars receives a gift bags.

Centre Maintenance and Upgrade.

Centre entrance design is very unwelcoming. Renovation is needed urgently to present an up-market image for the company and centre seems to look out-dated. Centre does not have construct which provides shelter during rainy days over the entrance and the walkways.

General Comments

Many older customers commented that the centre is being overshadowed by some heavy competitor and that its only advantage is the central location. The convenience of the location of the centre has eased of access especially for older patrons who were less inclined to go the distance the competitors were located. Most staff stated that the centre provide good work environment and felt that the management gives a fair hearing regarding the suggestions made. Only a small number of staff shared that the will to improve things and make changes would come from a change in senior management.

Conclusions

If any conclusions may be drawn from the data, they are, perhaps, as follows:

Carparks Issues And Safety

As there are no protective barriers around the adjoining walkway, children can cause and get seriously injured in accidents. Due to insufficient space on

the underground parking, overcrowding can be a problem and many drivers seek to create alternative parking which becomes a hazard and nuisances. The area available for lease for accommodation for car parking can be leased to cater for parking on busy days. The Centre fails in providing safety for pedestrians in the carparks with poorly positioned crossing. The Centre fails to provide vehicles parking supervision on busy days, also fails in providing security surveillance of the carparks. Centre does not meet legal requirement of the identification of trolleys and has no measures in place to take care of the trolley.

Customer Services And Provisions

Self-service is discouraged therefore customers do not purchase products in centre loses profit and customer appreciation. Since home delivery service not being available, customers tend not to buy large product which cannot be taken home by them or in their cars. As bakery products are high in demand, having an out-dated and small area causes profit loss and negative feedback. Most people use EFTPOS card to purchase products and having this service not available at all service counters displays a negative image on the customer service of the centre. Centre is understaffed and is using existing staff to attend other work as a result customers are not attended to mostly. Storages of product cause customer frustration and bad ratings, as product are not available to customers who need it. Trolley stands are placed far distances in which customers have to walk a distance to return trolleys as a result trolleys are left idle in carparks.

Customer Information

Customers are not aware of what events are happening in the community as no notice board provided by centre. Centre is not aware of customer suggestions and complaints as no measures taken to gather feedback from them. Advertising issues attract customers but no initiative shown by centre advertising group to put out local adverts. Customers are not properly guided through the centre as a result most new customers seem to be lost and others miss out on special and bargains.

Customer Reward Scheme

Centre does not have any rewards which makes customer loyalty a big issue because many seem to buy from competitors. As a result centre loses profits and customers.

Centre Maintenance And Upgrade

Centre entrance is unattractive and looks out-dated thus not many customers are impressed to shop at the Centre. Also cover is provided along the walkway for rain which makes customers wet and frustrated.

General Comments

The location is the only advantage the centre has to attract customer's attention and seems to be an easy access for older patrons. Staff loyalty is of concern for the current management as some staff stated change in senior management.

Recommendations

It is recommended that:

Carparks Issues and Safety.

Centre should build protective fencing immediately which separates the carparks and adjoining sidewalks, ensuring safety for children. As mentioned earlier in the findings (4. 1. 2.) that the underground parking is small to handle many customers as a result the centre should lease out the area in front of the mall for additional parking (4. 1. 3.). Pedestrian safety is a high priority; the pedestrian crossing should reposition at a better site with good visual capability. Customer car security is a high priority. Centre should installed CCTV cameras to minimise theft in carparks. Costs of installation of the units are medium due to hiring and leasing sales. Trolleys should be identified as it is a legal requirement which labels ownership. Priority is high to avoid theft of trolleys and cost to put identification is low.

Customer Services And Provisions

Position of the shelf should be reconstructed to allow shelf service. Priority is high, as products are not bought and cost is low. The Customer Services Manager should call a meeting and discussion all issues regarding services ad provisions immediately to avoid customer frustration and poor feedback. Recruiting Manager must hire additional staff for better services, to see all customers are attended to and all selves are full as soon as possible.

Customer Information

Centre should take part in notifying customers by placing a notice board and should form a customer feedback team. It is very important to receive customer feedback as it helps the company improve its mistakes. Centre should hire an advertising company, although costs will be high but it will

attract lots of customers which will help gain profit. Putting up guides and signs will help customers to move around easily without getting confused or lost. Cost will be low as Centre can create signs and guides.

Customer Reward Scheme

Having rewards scheme improves customer loyalty and encourages customers to keep shopping from the Centre to receive a reward. Thus it increases profit and customer appreciation.

Centre Maintenance And Upgrade

The Centre Maintenance should conduct an inspection of Centre to point out area of remodelling and upgrade . Also build a shelter along the walkway to protect customers from rain.

General Comments

Centre should have more than just one advantage to attract the customers and staff views should be taken into consideration as they too are members of the Centre. SignedA. Deo