

Presentation

[Business](#), [Marketing](#)



Hudson's Bay Company Executive Summary The 7 P's of Service Marketing
The Hudson's Bay Company has expanded its services marketing mix from 4 P's to a comprehensive 7 P's. The 7P's of service marketing comprise physical environment, people, and price, promotion, place and time, process and product elements.

Hudson's Bay Company has widespread products cutting across beddings, footwear, jewelry, furniture and beauty products. In addition, Hudson's Bay also offers home décor, electronics and major appliances. Calvin Klein, Marc Jacobs and Steve Madden are other competing brands in the market.

Place and time convenience is a priority of Hudson's Bay Company. Besides online shopping, its customers do 24 hour and timely product purchase from 90 operational stores across Canada. Hudson's Bay Company however faces challenges of readily availing goods and door to door delivery to customers. Hudson's Bay creates Reward Credit Card through partnership with Capital One Bank and Master card. The card helps customer holders to redeem points for gifts from the company to reward their loyal customers.

Other aspects of 7P's too have great roles to play in achieving the company's goals and objectives. People who work with Hudson's operate within a core, and sets of solutions benefits is the foundation of core product.

Supplementary Elements

Facilitating supplementary elements include frequent information to customers, order taking from customers, verbal and invoice billing and self-service purchases payment.

Enhancing Supplementary Elements

The process involves consultation services to customers, hospitality, safekeeping services and exception services to unsatisfied customers.

Main Issues

The main issues include concerns such as the inventory, costs created to customers during transaction errors, inconsistency in order taking and improper communication between Hudson's Bay Staff. Incompetence, client conflict and complex stores layout were notable.

Recommendations

1. It is imperative to understand all supply chains, use of technology, amendment to lack of inventory and script recovery will enhance efficiency and effectiveness.
2. Hiring, training and motivating the right personnel enhances service delivery.
3. Improved communication and technology between customers and employees.

Conclusion

To succeed, companies must value their businesses and ensure customers' demands are a priority. The Bay Company should consider implementing the aforementioned recommendations to attain improvement. Hudson's bay is a progressing company, a fact that is commendable.