

Assignment: marketing channels and retailing assignment

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Through customer interaction with the company it gives the customers all the information necessary about their product and their services, the quality of the product and the performance of the product this makes the customers better understand what they are using and they are able to evaluate if these products and services are meeting their expectations. It also gives customers enough information of about what is new in the market and what the latest service for the respective customer base is.

Because the company knows preferences and taste of their customers they will definitely produce products and services that suits their needs and wants. I will try their products and services without even visiting the kiosk because have full access of their services the reason being their online platform it gives full information about the services. Visiting the kiosk I will consider it as an additional task which is not even required. 2. How does New Balance Hubbub strive to provide customer service?

This company's mission is to ensure customer service is the main service that they are selling to their customers and ensure this is achieved they have the top of class website and their social media pages that allows full interaction between customers and the company. Customer and company interaction allows the customers to give out their comments about the companies services, if they have questions they are also allowed to ask and even if they have complains on owe product are distributed they are free to raise the complains.

This company encourages people to post their feedback and give out their opinions and views on how the services can be improved and be made better

to satisfy their needs and wants. This kind of customer and company's interaction helps the Hubbub to boost their corporate image and increase their social responsibilities to their customers. This marketing strategy helps the company to maintain their customers because the clients find it core comfortable to use the services which they know better and they know how the products perform.

Generally Hubbub it strives to customize their products and services as much as they can for their clients. Their main aim is to provide high quality services to their customers rather than focusing on what they get from the customers. 1 . Based on the number of bike stations, what level of distribution is Hubbub aiming for? A. Exclusive distribution b. Selective distribution c. Intensive distribution d. Broker distribution Hubbub is aiming for intensive distribution this is because this company is aiming to increase the spread of their services to the customers.

This being intensive distribution many people they can confuse it with selective distribution because this company is very selective and categorical on the type of clean service that they are offering. The company aims at reaching their customers wherever they are and giving high quality service to those potential customers. They mostly focus on how improve their service and meet the expectations of their customers. Service rendered to the customers it's the major factor which this company gives the first priority, 2. Which type of monster retailer is New Balance Hubbub? A. Automatic Vending b. Direct retailing c.

Shop at home network d. Telemarketing This is shop at home network because with an online platform which is available to this company. The company is in a position where the customers can access the services and products at any time any place they are. Customers can access the services through the laptop or any other device while they are at home remotely. Through this online platform customers are able to post their feedback about the services and they are free to give out their views about the performance of the product. This makes the company to be able to improve their revise so as to meet the expectations of their clients. . Which of the following is true about New Balance Hubbub? A. It has a high level of service with a narrow product line. B. It has a low level of service with a wide product line. C. It has a low level of service with a narrow product line. D. It has a high level of New Balance Hubbub has a high level of service with a wide of product line. This is because the kind of bikes that this company provide to customers they have a range of choices and the company has expanded their business across many points so as to reach out many customers.

Hubbub aims at increasing the services to their potential customers; they have achieved this by making shopping to be easier to their clients by providing them with an online platform whereby they can access the information about the company and the type of product that is in the market currently. 4. Which channel for consumer products does New Balance Hubbub use? A. Direct channel b. Retailer Channel c. Wholesaler Channel d. Agent/Broker Channel The company uses direct channel because the customer they don't need to go and see the agent/broker for any inquiry about the product.

The customers' feels with the company direct and even the interaction between the customers and the company is direct. This kind of channel it gives the customer to have a better understanding of the company and its services. The customers are able to access full information about the compass product and services and they are able to make better decision on what type and which product will better suit their needs. It also help the company to improve their performance because dealing with customers direct they will get feedback about their services. . Which factors have the most influence on the method and level of distribution intensity New Balance Hubbub uses to distribute its rental service? A. Market factors b. Product factors c. Producer factors d. Price factors In this case the market is the customers or the clients, the company focuses on providing the best quality of service to thief potential customers. The company will make their decision depending on the potential needs and wants of the customer and design the products that will satisfy these needs.

It will not make any sense and at the same time it will be unproductive if Hubbub design and distribute their product considering any other factor. Customers will have a great impact on the performance of any business so the targeted market is the main factor which should be considered in making any decision on how to design and distribute the services. 6. Which of the following is the best classification of New Balance Hubbubs retail operation? A. Department Store b. Off-Price retailer c. Convenience store d.

Specialty store This is a specialty store because Hubbub Company solely concentrates on producing and providing bikes as their main service. This

company it majors only on one type of product and it makes sure these services are available to the customers at the right time and also using the right channel of distribution. It also makes sure that the right kind of information about their products is availed to customers. Customers will make their decision based on the information provided by the company so its up to the company to give the right information about the services they offer to avoiding confronting with customers potential needs. . When New Balance Hubbub discusses managing how many bikes are in various stations, it is focusing on which aspect of service distribution? A. Minimizing wait times b. Managing service capacity c. Improving service delivery d. Data mining the stations Point out here it's so clear since the aspect of improving and increasing service delivery to the customers its also involved in the management of service capacity. The main aim of the company is to improve the service rendered o their customers and to make sure they completely meet their expectation.

This business it will be able to increase the quality of the service given to the customers by getting feedback and views about their services from the customers and they will be able to know their weaknesses and work on them. If this business is given point thrives, many bikes are offered in order to satisfy the emend of the customers. 8. Developing the app Spectacle, which allows customers to see where the best station to drop off their bike is by rating how full, empty, or nearby stations are is one way that New Balance Hubbub minimizes wait times. A. True b.

False This is true because the customers can go and access the next station if its not full and they are able to access the next station if it's not full. This is the best shopping process because clients are able to know where to get the bikes that they will meet their expectations and to know when it's the best time to get those bikes. This will help the company to minimize the waiting time for the customers and also to reduce the congestion of the buyers. This is the best way for this company to provide the best and quality service to the customers whereby they WI be n a position to maintain their customers and even attract more customers. . New Balance Hubbub is a major player in non-traditional service retailing, and demonstrating how new technology can offer new ways of providing great service. A. True This is true because Hubbub it has one of the best offered service online and this brings great satisfaction on the customers demand. This online platform it ivies this company an added advantage over their competitors because they have a unique way of marketing and distributing their services to their potential customers.

Shopping at home or everywhere you are it makes the clients to consider it more convenient. Customers have enough information on the products and services that they are using and also they know where to get the services.