

# Marys rice trading

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



Nicole Lopez, daughter of Mr.. Roding Lopez. Graduate of Business Administration from university of the Philippines III. Central Problem 'V. Secondary Problems Inability of submitting the price quotation with rice sample in time. Lack of employees MR. was focused on looking other possible accounts, that's why they lose more attention to their previous accounts. V. Objectives To maintain the good customer relationship To gain more big accounts To achieve customerloyaltyback VI. Areas of Consideration On time and accurate delivery

Maintained a handful of reliable suppliers Assures a net weight of keg per sack High quality rice and services Inability to submit price quotation with rice samples on time No formal organizational structure Boom of new restaurants in the Artists center Substitute for the Japanese rice New business prospects THREATS Competitors Lower demand for rice for the rice subsidy Employees prefers to convert rice into cash VI'. Alternative Courses of Action Inability to submit the price quotation with rice sample in time.

Solution: Submitting the price quotation with rice sample on time to the prospect and MR. must follow up after 2 days if they receive the price quotation with sample. Lack of Solution: They need to hire another employee because based on our study they forgot to submit right samples on time due to lots of concerns, such as different locations of their accounts and they just have 2 delivery trucks. MR. was focused on looking other possible accounts, that's why they lose more attention to their previous accounts, Solution:

They must give more attention to their previous accounts, to gain loyalty/ assurance for their company. But it doesn't mean that they will stop for

seeking more accounts VIII. Recommendation In maintaining the good customer relationships the Marry Rice Trading must gain the customer's loyalty by sending tokens, giveaways, foods and etc. MR. must also hear their complains and reasons of their old and new customers because it is important to satisfy the customer with the right products and services, supported by the right promotion and making it available at the right time and location.