

# General manager tauranga shopping centre tourism essay

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**ASSIGN  
BUSTER**

From: Krishan Naidu, Administration officer - Tauranga Shopping

Centre  
Subject: Report on the image, operations and marketing strategies

used for Tauranga Shopping Centre at present. Terms of Reference

The report was authorized on the 1st of July 2012 and is to be presented on the

9th of November 2012. The report had been authorized by the General

Manager, Nicholas Valdes. This report examines how the Tauranga Shopping

Centre could have a face lift to attract more customers and could meet their

needs accordingly. Executive Summary  
The purpose of this report was to

research the image and operations of the Tauranga Shopping Centre and

recommend how it could be made more attractive and better able to meet

the needs of the customers. Established in the year 1995, Tauranga

Shopping Centre is located in the main shopping mall of Tauranga.

Customers range from sixteen to sixty five (16 - 65) years of age. Some

customers have been shopping at the centre since it was first established

and the staff range is from sixteen to fifty one (16 - 51) years of age.

Ragwort and Simpsons Limited, a local marketing company was

commissioned to conduct customer and employee survey of how well the

centre meets customer needs and also to carry out some research with

regards to the premises, car parking provision, product and service on offer.

After taking into consideration the down fall of the centre, this report

recommends the most suitable outcomes as to how or what could be done,

and what were to be the " best fit" solutions to improve and to up lift the

existing image of the Tauranga Shopping Centre. Procedures  
The information

attained in this report was gathered by using the following procedures:

Ragwort and Simpsons Limited, a local marketing company was

commissioned to conduct customer and employee survey. Questionnaires were asked to be filled by customers and staff. One on one interviews were conducted. Observations were made on the operations, products available and movement of both customers and of staff. Findings

**External Factors / Access to Shopping Centre / Product**

The shopping centre is easily accessible for customers both on foot and in cars. The centre is located in the main shopping mall of Tauranga and is surrounded by only little number of parking lots. Many customers quoted that the centre was very convenient and welcoming when it was first established and with high competition around, now the only major draw card is its central location. The entrance is not much of a welcoming design. Renovation work needs to be done to present the centre with an up-market image since currently it has a very out dated look. Baking area is not so spacious and is outdated; it lacks to meet the demands for the baking products. The storage area is usually bulked up with products during holiday periods as the existing staff for stock department is often called to carry out different tasks resulting in leaving the stock department constantly under staff. Location and access be the plus points for the centre in drawing good number of consumers compared to competitors. The centre has a good organization culture where staff is comfortable working hand in hand with the management and is treated fairly. Only a few suggested, a change in senior management would bring about the change and willingness to improve things. Concerns were made on shortage of some products on the shelves. Consumers do not have full opportunity to have self-service since the positioning of the shelves are not in the appropriate setting. Parking

4. 2. 1 Children on the adjoining sidewalk

usually trespass the ground level parking area reason being the car park is without fence. During busy periods of shopping hours, parking becomes a major issue as the underground car park cannot cater the customers due to the availability of less/fewer parking lots. The entrance of the centre together with the car park walk way lacks shelter which during rainy days becomes a downfall factor for customers to enjoy their shopping. Available for lease, there is an area in front of the mall which could accommodate more parking for customers. Accidents in the past almost occurred due to poor positioning of the pedestrian crossing in the car park. Delegations are needed on assisting vehicle movement in the car park as it become quite hazardous during peak hours. Security surveillance is a must need in the car park. A legal requirement is that all trolleys should be labeled where it is from or where to return them. This law is breached and trolleys are left all over the place causing a hazard for both drivers and pedestrians. Trolley stands are not very convenient to customer as they need to walk quiet a distance to return the trolleys. Also the trolley stands in the car park are not evenly distributed. Marketing4. 3. 1 Customers do not have the opportunity to post notices as there isn't a community notice board provided. There is no mechanism to collect feedback from customers and staff on the centre and its operations. Nothing in the media to attract more consumers. Very few directions for consumer to product group areas. Home deliveries aren't introduced yet for customers. Not all serving counter has EFTPOS facility running. The centre has no scheme running having intentions to pull consumers; this gives opportunity for competitors to take advantages of poor marketing skills from the centre. There are no give away schemes in place

from the centre resulting in poor sales and marketing skills.

Conclusion External Factors / Access to Shopping Centre / Product

5. 1. 1 The location of the Tauranga Shopping Centre is a plus point to draw customers, is easily accessible both on foot and in cars therefore the location is not a concern. Renovation work is a must need for the centre in terms of the entrance and of an out dated look. The baking area needs construction work as more space is required to meet the demands of customers. More number of staff is needed to during holiday periods to avoid the storage area from bulking up. Lose of consumers / sales due to shortage of goods in the shelves. Waiting can be frustrating to consumers as not all the checkout counters have EFTPOS service (causing long queues), this might result in consumers diverting to other competitors to save time. Customers easily distracted due to improper positioning of shelves for self-service. Parking

5. 2. 1 Customers diverting to other competitors due to children trespassing in the ground level parking area as it is without a fence, therefore this results in poor / no customer safety. More parking lots should be provided for customers' convenience. Customers choosing else where to shop during rainy days as a result of not enough shelter in the entrance and in car park. Hiring on lease the area opposite the mall for more parking. Pedestrians crossing should be positioned in the appropriate manner to avoid accident from occurring in the car park during busy periods. Cars / customers need to be guided during peak hours to avoid hazardous happening such as accidents or traffic disorder. Security surveillance cameras need to be installed to maintain safety in the car park. All trolleys should be labeled where it is from or where to return them as it is a legal requirement. More

trolley stands are needed for customer and also to be distributed evenly in the car park for customers' convenience. Marketing5. 3. 1 Waiting can be frustrating to consumers as not all the checkout counters have EFTPOS service (causing long queues), this might result in consumers diverting to other competitors to save time. Mechanism should be provided to collect feedback from customers and staff on the centre and its operations. The centre should have community notice board so that customers should be given a fair opportunity to post notices. More advertisement should be done on the centre to improve marketing. More and clear directions for consumers should be provided to product group areas. Implement some free home delivery services to customers. Setting a target sale for the home deliveries such as minimum of 200 dollars. All checkout counters should have the EFTPOS service to save time and gain more sales. Weekly draws / competitions could be attractive for customers; this gives opportunity for marketing the centre more effectively. More prizes and free bees should be introduced to customers resulting in improvement on sales and marketing opportunities. RecommendationsIn order to improve the image of the centre for customers and staff, this report recommends for more research and development of Tauranga Shopping Centre. After taking into consideration on all the down fall factors, this report recommends the most suitable outcomes as to how or what could be done. What were to be the " best fit" solutions to improve and to up lift the existing image and operations of Tauranga Shopping Centre. Taking these factors into account and working on it will make the centre a better place for customers and staff. It would certainly attract more sales and a better shopping environment for people of

all ages and ethnicity. This report provides the best output that can be put forth to boost sales and marketing reputation in terms of competition with local competitors together with the objective to target revenue.