

Image operations of the shopping centre tourism essay

[Sport & Tourism](#)



**ASSIGN
BUSTER**

From: Gilanne Malicse To: Betty Page Subject: Library Reference

MC1457839/C11 June 2012 Betty Page Library Assistant Whangarei

Branch Dear Betty Good day, I apologized for not returning the book entitled

The White Tiger by Aravind Adiga on time. It has just come to my attention

to check the spam folder in my email and had read your message a week

after you send it to me. I will proceed to the library tomorrow, Monday 12th

of June after my class to return the book. I will also settle the penalty for

returning it late. I sincerely express my regrets for what happened, and I

don't want my library account to be suspended or cancelled. It is an

advantage for me to have that access in the facility. I assure you that this

will not happen again. Thank you so much for your consideration. Gilanne

Malicse Health Exhibitions International Level 5 109 Queen Street Auckland

1140P 09 887 88 88F 09 887 88 8919 July 2011 Thomas Smith Flat 303

Crinkly Mansions 856 New North Road Auckland 1025 Dear Mr Smith Thank you

for attending our exhibition entitled " Nursing in the Future" last Saturday

and Sunday at Fortune Hotel. We appreciate your view on the said event. We

have come up to this letter to respond on your feedback. On the first matter,

we express our regret on the confusing online register. It has been known to

us that this difficulty is number one in the delegate's feedback. We raised

this concern to our technical support group which is in-charge of our

advertisement and registration. We will do our best to improve that matter

so that it will not happen again in our future exhibitions. Secondly,

expressing your concern for the physical safety of the other delegates is a

surprise for us. Only few will worry for the welfare of others. You sir is one

of them. With regards with this matter, we set a meeting with the Health and

Safety Department of Fortune Hotel to discuss the said lapses and the areas needed to be monitored when such events are taking place. We will deliberate to create an appropriate safety plan for such events like this. We will not wait to have an incident before we act on this. Lastly, as the Marketing Director, I will request my Events Organization Department to produce extra leaflets or brochures, and if possible, to provide a kit for the delegates. It will also serve as a give-away which includes a pen, notepad, mini calendar and a company sticker. When these are provided, the delegates are expected to take it home with them as a souvenir, which will lessen the act of throwing them away into the rubbish bins. Again, thank you for your feedback; I hope that I answered all your concerns. We are looking forward in seeing you again in our future events. Yours faithfully Gilanne Malicse
Marketing Director
Email mktgdrctr@HealthExhibitIntl. co. nz
Health Exhibitions International
Level 5 109 Queen Street Auckland 1140
TO: Muna Hallis
FROM: Gilanne Malicse
DATE: 20 March 2013
SUBJECT: Report Writing
TERMS OF REFERENCE
To research the image and operations of the shopping centre and to recommend on how it could be made more attractive and better to meet the needs of the customer. The General Manager of Tauranga Shopping Centre authorised the report on 1st of July 2012. This should be presented on the 9th of November 2012. EXECUTIVE SUMMARY
Tauranga Shopping Centre was established in 1995 and is one of the busiest and longest running shopping centres in Tauranga. The shopping centre is well-positioned in the main shopping area of Tauranga and is easily accessible through foot or by car. However, due to the rise of a number of shopping centres and malls, the shopping centre is losing some of its valued

customers over time. Hence, the start of the research on the image and operations of the shopping centre. The main objective of the report is to be able to present the research and findings of Ragwort and Simpsons about the image and operations of Tauranga Shopping Centre. With the findings presented, appropriate recommendations are suggested in order to make the shopping centre more attractive and be able to better meet the needs of the customers as well as the staff. Furthermore, the research findings and report would be a basis for future improvements as well as possible expansion of the shopping centre. Ragwort and Simpsons Ltd, a local marketing and research company was tasked to perform a research on three major areas and aspects of the company, namely external premises, car parking provision and the products and services offered by the shopping centre. Customer and staff surveys were conducted to find out if the centre meets the expectations and needs of customers as well. Based on the key findings presented by Ragwort and Simpsons, appropriate recommendations on the different aspects of the company are made and will be discussed in the later parts of the report. With the findings conclusions and recommendations, there is confidence that Tauranga Shopping Centre management would take appropriate action to address concerns on the shopping centre.

PROCEDURES
Interview There are 120 customers interviewed. Length The interview was done for 3 days, two normally busy days and one quietly day. Participants Age range of 16-65 years of age Gender distribution of 67% female and 33% male on the busy days. Slight increase in the male percentage with 39% on the quietly days.

FINDINGS
EXTERNAL/EXCESS The shopping mall is located in the main

shopping area of Tauranga and thus, is easily accessible by customers through walking or by automobiles. Most of the older customers of the mall mentioned how the mall was welcoming and convenient back in the days, but due to other malls and shopping areas rising, its popularity has dwindled. The design of the entrance to the centre is unreceptive to customers. The design of the centre looks out-dated and obsolete compared to the newer malls and shopping centres. There is not enough covered area in the entrance and car park walkways to shelter customers especially during rainy days. Generally, the customers gave emphasis on the shopping centre's location and its ease of access. The location and accessibility made it convenient for customers, especially older patrons, who prefer going to the shopping centre as opposed to traveling farther to the other competitors.

PARKING There are no fences in the ground level parking area and pose risks to the public especially to children who might wander into the car park. The underground car park is not spacious enough to accommodate a huge number of customers especially during busy days. There is a possible parking area in front of the mall which would be very advantageous for the shopping centre. Pedestrian crossings in the parking area are positioned poorly, which poses risks to customers. There are no people supervising the car park and thus, there are problems and safety concerns especially during busy days. Security in the car parks is a major concern as there are no surveillance cameras and people supervising the car parks. There are no people responsible for taking care of trolleys, which poses hazardous risks both to pedestrians and drivers. Furthermore, the trolleys have no label and are unidentifiable, which is a legal breach of law.

MARKETING The range of

products sold and services offered in the shopping centre are excellent though there is shortage with regards to some products on shelves. The trolley return stands in the parking areas are placed in inconvenient locations, which makes it difficult for some customers. There is no community notice board present where customers can post various notices or queries. There is no way for customers and staff to submit requests or suggestions with regards to the shopping centre and its operations. The shopping centre has not made any effort to put up local advertising to attract customers to the shopping centre. The positioning of products in some shelves as well as the shelving itself makes it inconvenient for customers and thus, it discourages self-service. There is poor signage in product group areas which causes confusion among customers. There is no home delivery service present for customers especially for products that are huge and bulky. Not all of the serving counters inside the shopping centre have EFTPOS facilities and is very inconvenient for customers. The bakery area struggles to meet the high demand of customers because the area is small and the bakery area design is out-dated. There are problems with regards to the stock department, one of which is it being under staffed. Furthermore, during busy days, the current staff working in the stock department is called to do other tasks and as such, the storage area is left unattended and unsupervised. The shopping centre does not have any loyalty programs for its customers, compared to other competitors, having some form of loyalty program. In addition to the statement above, competitors provide gift bags for customers with purchases over 200 dollars, which the shopping centre currently does not have. Generally, most of the staff commented that the

shopping centre was a conducive place to work in and that the management lends an ear to their suggestions and comments. A few, however, believe that a change in senior management would improve a lot of aspects in the shopping centre. CONCLUSIONEXTERNAL/EXCESSThe location and accessibility of the mall is definitely a huge advantage which will be a strong selling point of the shopping centre. The older patrons saw the shopping centre as welcoming and convenient, probably due to the fact that there are not many shopping centres back then. The emergence of new and more modern shopping malls is a major concern to the shopping centre.

Customers are saying that the entrance is very unwelcoming probably due to it being plain and dull. Furthermore, it could probably be caused by improper or insufficient signage. In relation to the above statements, the design of the shopping centre is out-dated and more modern malls have taken over. In addition, as the shopping centre is old, there might be some places where it needs renovation or improvement. The key strategic advantage of the shopping centre is its location and accessibility. The management needs to think of ways to strengthen that advantage by improving the overall design and physical image of the shopping centre. PARKINGProbably at the construction of the shopping centre, there were less people and cars going to the centre and as such, fences were not considered at that time. In relation to the first, the population were not as many as that of today. The people who constructed the centre probably did not foresee that they needed a huge parking lot. Furthermore, costs were probably considered as well. Pedestrian crossings were poorly positioned probably due to the fact that there were not many people before compared to today. Security was not

a major concern before as it is today probably because it was easier to maintain security back then even without the use of surveillance systems. Again, the sudden influx of people and cars made security a major concern as well as presented safety risks. The lack of labels on trolleys is something the management might have missed back then. Also, the number of people and cars changed over the years and that also contributes to the hazard of trolleys especially in the parking area. **MARKETING**The shortage of products on the shelves is due to the fact that the storage department lacks people. Furthermore, during busy days, they are assigned other tasks, which prevent them from restocking shelves. The people who designed and placed the trolley return areas probably did not foresee the increase in the amount of cars in the parking area and as such positioned them in what they thought would be strategic locations. Community notice boards and suggestion boxes were not thought of before probably because the management did not see any need for those at that time. But times have changed and they have to have a method of communicating with customers and staff. The shopping centre has not made any significant effort in advertising because they did not have any competition before. Also, costs were probably considered and as such, the centre deterred from doing advertisements. The poor product positioning and poor product signage is probably due to the increasing number of products. The difficulty of rearranging products over and over as new products come increased dramatically over the years. There is no home delivery system present because there was probably no need for that before. But as times changed and more products were introduced, the need for it increased. The absence of EFTPOS systems is evidence that people did not

rely on it too much before and as such only a number of shops offer such service. The bakery is small and out-dated because the management did not foresee the increase in demand for bakery products. Loyalty programs and gift bags were not considered back then because there was no need for it. There were no competitors present at the time and the shopping centre had the monopoly in the market. Furthermore, costs of putting up such systems were probably considered in the past and that prevented the idea into coming into fruition. It is good to know that the staff feels good working in such an environment and that their voices are heard within the management. The management needs to continue listening to the staff and act upon what is appropriate and needed.

RECOMMENDATIONSEXTERNAL/EXCESSAs the location of the shopping centre is very convenient and strategic, the management just needs to maintain its cleanliness and accessibility. One suggestion is to improve accessibility for handicapped people to make traveling to the centre and within it more convenient. The management needs to find ways to complement the convenient location with a more welcoming attitude as what the other competitors are doing. Providing sufficient and welcoming signage around the shopping centre is one way of attracting customers to the centre. In relation to the above statement, the entrance should be designed in such a way that it shows a welcoming mood within the shopping centre. Every now and then, the management can change and modify the entrance to suit the season, or maybe an event. The management needs to look into redesigning and renovating the shopping centre to make it look more modern and contemporary. In line with what kind of image the company

wants to project, the shopping centre should be modified to make it look more welcoming and appealing to the public. In line with the renovations and improvements with regards to the look of the shopping centre, sufficient covered areas should be put up for the convenience of customers, especially during harsh weather. The customers, especially the older patrons, gave the shopping centre high marks in location and ease of access, and as such, the management should keep this strong point in mind, as they make improvements and expansions, especially in the future. PARKING Sufficient fencing should be provided in the ground level parking area to protect pedestrians and prevent accidents. As the underground car park is not that huge and to accommodate more customers, the managements should consider getting the possible parking area in front of the mall. The pedestrian crossings should be looked into and probably moved into more strategic and safe locations. Security and safety is a major concern in the car parks. The managements should consider the installation of a security system to prevent scenarios such as theft. Furthermore, they should hire people who would act as security as well as people who would direct traffic and pedestrians to prevent accidents, especially during busy times. Trolleys should be uniform and labelled depending on what store it belongs to. Also, the trolley returns should be repositioned in such a way that it is convenient to anyone, no matter where they park. Lastly, there should be trolley collectors, whose tasks are to return trolleys to the shopping centre as well as keep the parking area clean. MARKETING The management should look into the problem with regards to the stock department. Sufficient staff should be hired and proper scheduling of shifts should be implemented to prevent

understaffing. Definitely, this will solve the problem with regards to shortage of products in the shelves at times. Furthermore, proper product placing and positioning should be implemented to encourage customers to do self-service as well as to be more convenient to all types of people. A community notice board is a good way of inviting the customers and the community to come to the shopping centre. It must be situated near the entrance where people can actually post notices, requests and queries. This would serve as another communication tool, which customers can take advantage of. In relation to a notice board, a number of suggestion boxes should be placed inside the shopping centre, where customers and staff can voice out their concerns or make suggestions for the improvement of the shopping centre. To be able to gain competitive edge, the shopping centre now needs to consider local advertising. It will cost the company some resources but in the long run, as long as the advertisements are enticing, it will be beneficial for the shopping centre. A number of mediums include local TV or radio, newspapers, or even simple flyers and posters. With the addition of new products offered as well as customers wanting home delivery service, the management should consider putting up such a system. It might not include every product in the shopping centre but it would be a good start. Furthermore, it would provide more convenience to customers especially the busy ones and those who cannot leave home at all times. A lot of people are using EFTPOS nowadays and as such, it is a big convenience to install EFTPOS machines in every store inside the shopping centre. In relation to that, the management should consider installing ATM machines all over the centre for easy access to payment and money. With the demand for bakery

products increasing, the bakery needs to be completely renovated to make it bigger and more contemporary. Another option would be to open up another bakery but both should be designed in such a way that it would attract more customers. To maintain customers, a loyalty program should be set up to be able to compete in the market. There are numerous ways to approach this problem but the main thing to consider is that customers love rewards and incentives. The more they get from shopping and visiting the shopping centre, the more it is enticing for them. In relation to loyalty programs, the shopping centre can adopt gift bag systems for customers spending a certain amount within the centre. This would also attract customers to buy more when inside the centre. The management is doing an excellent job in listening to the voices of its staff. There is no change needed in senior management but a major change in the how the management runs the shopping centre. Penny-pinching would not cut it anymore for as long as the management spends money for the sake of improvement of services and facilities, then it is all worth it. Proper action should be taken with regards to the mentioned problem areas in the company. The management should consider the rewards against the costs or risk losing to competitors.