

# Marketing and department

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



Project title: MUJI Introduction The head office of MUJI is from Japanese company, RTOHIN KEIKAU CO. , LTD. , and it is a new life style store and advocate simple, nature, texture lifephilosophy. Also, provide high quality and reasonable price product that related with life, and not waste the material to care about the product's eco. Flowchart \* Human resource department \* Distribution department \* Quality check department \* Marketing department \* Finance/ Accounting department \* Information technology department \* Administration department Japan head office \* Engineering department Purchasing department \* Productive department \* Research & Development department \* Creative department \* \* Human resource department \* Distribution department \* Quality check department \* Marketing department \* Finance/ Accounting department \* Information technology department \* Administration department Japan head office \* Engineering department \* Purchasing department \* Productive department \* Research & Development department \* Creative department \* Front- stage Front- stage Back- stage Back- stage Service delivery system Service delivery system Other contact points Other contact points

Cashier center, Warehouse, Fitting room, Display area (window display), delivery team Cashier center, Warehouse, Fitting room, Display area (window display), delivery team Service operations system Service operations system Cabinet, Burglar alarm, Clothes chest & stand, Refrigerator, Showcase, Display rack, Spot light, Leaflet tray, Telephone, Computer system, Barcode, etc. Cabinet, Burglar alarm, Clothes chest & stand, Refrigerator, Showcase, Display rack, Spot light, Leaflet tray, Telephone, Computer system, Barcode,

etc. Other customers Other customers The Customer The Customer Other customers

Other customers Advertising Promotion sale MUJI card Miscellaneous e-mail, mamil, phone calls, etc. Websites Exposure product of seasons Advertising Promotion sale MUJI card Miscellaneous e-mail, mamil, phone calls, etc. Websites Exposure product of seasons Customer service associate, Cashier, Supervisor, Storekeeper, Security, Customer service hotline Customer service associate, Cashier, Supervisor, Storekeeper, Security, Customer service hotline Front stage Backstage Customer action Employee action Phone/ internet contact Make recommendation Arrived store Pay Delivery Recorded & follow up

Customer service CS associate, Security Cashier Enter data Register data Distribution Sent out Front stage Backstage Customer action Employee action Phone/ internet contact Make recommendation Arrived store Pay Delivery Recorded & follow up Customer service CS associate, Security Cashier Enter data Register data Distribution Sent out Most of the customer are having connect with company is they come to the store. But MUJI also provide a delivery ordering service to customers. When the total price over \$3001 that the delivery charge will be free but if below \$3000, it will take \$120 for the charge.

And have other three types of charge, like bridge/tunnel toll, labor charge, assembly charge, that will charge when different situation happened. And must remember that does the large packing furniture can be moved to the designated location or not so need to careful of this. Also, MUJI have cooperation with Hang Seng Bank that created a MUJI card that to attract <https://assignbuster.com/marketing-and-department/>

consumers. Using MUJI card at MUJI can earn \$5 MUJI dollars for every spending of \$100 and can use the MUJI dollars when you use the MUJI card to buy at MUJI next time to enjoy double benefits.

The responsibility range of each department Back stage department Human resource Staff is very importance of a company because if you don't have any staff or they didn't like the company, will make company's quality down and nothing can do without staff. So that the most importance thing of human resource department has to do is how company keeps outstanding staff in company and recruit some outstanding people outside to join the company. And the mainly job of the department are including, compensation & benefits, staffing & selection, and training & development.

Distribution Distribution department need to help picking and packing goods, delivery goods, physical storage planning, physical storage planning, may facilitate the movement of materials. And the department is being an important charter in the company because the company sales are directly related to the speed of delivery goods. Quality check When product finishes production and delivery to Hong Kong, will have a check in lab for testing its different kind of quality, like safety, health, practicability, etc.

And they not only do the checking in lab, they also need to go to stores to have a random check to make sure the products have the high quality provide to customers. Marketing When the product start the production process, marketing department also need to start thinking about the company marketing strategy to defined the target market of the product, then find out the most suitable way for sell. Also, the marketing strategy

must including promotion plan, like new product exhibition, advertising, sale, distribute leaflets to potential consumer, etc. Administration

Administration department is a department that sundry duties in a company. They need to arrange the appliances, like stationery, and buy the appliances, like water dispenser, keep in good repair of office, for example, clean the windows or rug, contact with the security of building, response company pantry and the document sending. Finance/ Accounting The mainly job of the department would be properly to help company manage the affair of finance, handle and calculate each department of company, defined the future development plan from the account, make sure themoneyenough to un the business and have great management system to manage and protect company's asset. Information Technology Help to design and create company website, then need to manage the website, provide technology of computersciencethat to maintain or upgrade office computers or company system. Back-stage department (Japan head office) Purchasing Purchasing department is searching manufactory, material supplier, then inquire about price, negotiated price, makes contract with supplier, tracking warehousing, manage the inventory, processing the defective products, etc.

They have to help the company to find out the cheapest price and have good quality company to be the supplier because the material cost may increase when contract higher price with supplier then the selling price will also follow to increase so it is very important to the production. Productive The job of the department is to manage, control the time to finish the product on time, control the cost of the production. They will subscribe guide line about the

standard of product to let manufactory to follow, include following: quality, specifications, quantity, deadline, method of using science.

**Creative** Creative department's staffs must have many creative ideas to help company design a new, useful and special product that can have good selling number. But their design still need keep company style and control the quality. **Research & Development** This department's mainly job is collect data for research, basic research and applied research, then by the result to think about how to develop the products and fits to market. **Front-stage department Sales** The mainly job of sales department is make marketing department creates marketing strategy plan to operate.

Also, the department staffs are selling products at retail store and answer customers inquire. They need to know all detail of the product that which in their response area. And they must have good communication and selling skills. **Public relationship** A good business image is rely on good public relationship department because it is a department that response to provide positive image to public, like send out declare when having any bad in that country or update the positive news to consumers, etc. **Customer Service**

The mainly work of the department is handle daily running of customer service, like receive customer order and follow up the order, and provide good service to customer, answer customer's inquire or complaint. **Security** It's a most important department of a company because it is related to safety problem. Their job is make sure all the staff and company's safety, have temporary problem solving skills, for example, something have been stolen or company on fire, so they response to follow the timetable to make one's rounds of inspection and general security's job.

<https://assignbuster.com/marketing-and-department/>

Conclusion MUJI is one of the company that provide high quality service, and they are not only focus this way, they also focus on resource of Earth, environment, recycle problems and it's store image of ' simple style' can attract many different age group people to visit. But one of thing that MUJI need to improve is their Hong Kong MUJI website is too simple that not enough information to show consumers.