

# Cricket's-responsive to consumer needs

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



ASDA have to respond to customer need so that they don't lose sales. If ASDA respond to customer needs well then they will make a good profit. When ASDA respond to customers they listen to what they have to say. When ASDA respond to customers quickly it will generate loyalty. ASDA have to respond to customer needs so that they maintain their global status and market position. If ASDA don't respond to customer needs then customer will go somewhere else. A disadvantage for responding to customer needs is that ASDA will have to adapt to insure that there are no language barriers.

Cricket's-Responsive to consumer needs: Cricket will have to supply customers with the designer brands that respond to customers' needs. If cricket respond to customer needs then they will make good sales and make a good profit. If cricket don't respond to customer needs then customers will go somewhere else. A disadvantage for cricket is that the products that they sell aren't their own brands; they are designer labels so they don't know what stock they're getting in.

ASDA's Costs incurred: There are many costs involved in ASDA's distribution system. ASDA need to train staff to use the equipment applied for the particular job. ASDA staff will need to know how to use the equipment correctly so that they can distribute the products quicker. A disadvantage of this is that ASDA may pay out a lot for distributing the products but this is made back when the products are sold. The advantages of this are that the products supplied are a lot quicker. Getting products in to the store is vital because it keeps up with customer demand.

Cricket's Costs incurred: The costs incurred for cricket's day to day running would be expensive. Because they have to deal with designer labels and agents so that they can get their products supplied. Cricket would have to train staff how to deal with customers and agents to sell their products. A disadvantage for cricket would be that they would pay to get the designer clothing. This is why they will have to charge high prices so that they make a profit. An advantage for cricket is that only they and a few other stores will have their products so it's less competition.

ASDA The use of international or domestic supplier: The use of international and domestic suppliers are that it gives ASDA buying power. Also it will be a lot cheaper for ASDA. This is also giving ASDA choice and competition and because ASDA buy large quantities of products everybody wants their custom. Although ASDA looks like it's getting a good deal, they're not in the quality of the products. ASDA get a good deal on the quantity of products that they buy. This is because different countries have different satisfactory quality ratings for their products so they can get people to work for cheap and sell the products.

Cricket's the use of international or domestic supplier: The use of international or domestic suppliers would be good for cricket because they will be able to get products that other people won't be able to get. This is giving cricket choice on what products that they want to supply for their customers. An advantage for Cricket is that they will get a discount on the amount of products that they buy. A disadvantage for cricket is that they will

have to pay a fee for the agent that they use to get them the designer labels.

ASDA The use of intermediaries: When ASDA want to buy products from abroad they will hire an agent so they do not have to hire a translator. ASDA will use experienced intermediaries from other countries because they have got more knowledge when buying products. By using an agent all the technicalities will be done for you. An advantage would be that they have more contacts and they will have established relationships in that certain country. A disadvantage will be that their not employed by ASDA so they could get ASDA a good deal on one product but not on another.

Cricket's the use of intermediaries: When cricket want to buy products from abroad they will use an agent so there is no language barriers and so they get the best deal. Cricket will use experienced intermediaries so that they get more knowledge on products and get a cheaper price. Cricket will also send a stylist so that they can choose what items they want to sell each month. An advantage for cricket would be that they have more contacts and they will have established relationships with other designers. A disadvantage will be that their not employed by Cricket so they could get Cricket a good deal on one product but not on another.

ASDA The shipping arrangements involved: The main transportation system that ASDA use is shipping; this is on most of their products. This is because it is cheap and ASDA buy a lot of products. But certain products like fish and fruit will need flying in by ASDA because there is a high demand for this and these products need to be fresh. When ASDA tell suppliers what stock they

need they will be careful so that orders are placed correctly, this is because shipping can take weeks to get in to the country.

Cricket's The shipping arrangements involved: The main transport system that Cricket use will be shipping, because this is cheaper. But on some of their products they will fly in because they are a designer shop they will want to the latest fashion in their store first.