

Business communication auckland goldstar institute tourism essay

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Kulwinder Singh Student Id - 09030817 From: kulwindersingh@xtra. co. nz To: BP@MCLibrary. co. nz Subject: APLOGIES FOR THE LATE RETURN THE BOOK 11/06/2013 Betty Page Library assistant Whangarei Beach Dear Betty I am writing regarding your email about the book The White Tiger by Aravind Adiga which was due on Friday 4th of June. Sorry for my late reply, I did not notice your email as it was sitting in my spam folder. Letting you know that I will return the book back to the library immediately. Also I have no problem in paying the outstanding fees. Please do not suspend or cancel my membership as I am requesting humbly. Thank for your time. Yours Truly Kulwinder Singh

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The Marketing Director Health Exhibitions International Level 5, 109 Queen Street Auckland 1140 21st July 2011 Thomas Smith Flat 303 Crinkly Mansions 856 New North Road Auckland 1025 Dear Thomas RE: FEEDBACK REGARDSING NURSING IN THE FUTURE EXHIBITION We appreciate your feedback and your presence at nursing in the future exhibition. Thank you for informing us about your experience at the exhibition. Please be informed that the exhibition team has discussed the problems you encountered and has come up with the most suitable solutions to address the problems. Firstly, the online registering is now easy for use. Our IT department has made it much easier for one to register within minutes. Secondly, in the next exhibition we will be delegating some staff especially for the safety of the delegates. Moving on the next point, we will be having more means of sources available for delegates to make of . This will help even those delegates who could not arrive at the start of the exhibition. Hope these

solutions will be beneficial in the future. Once again thanks for the valuable information. Kind regard Thomas Marketing director TAURANGA SHOPPING CENTRE The General Manager Shopping centre Tauranga Administration department Tauranga Shopping Mall Management 9 November 2012 Report on current image and operations of the shopping centre and make it more reliable to meet the customer needs Terms of reference The General Manager wanted a report to check into thoroughly the current image as well as operations about the shopping centre and build recommendations ways use to make it drawing attention and fulfil the needs of customers. Executive Summary The meaning of the report is to analyse the current status about the shopping mall with operations and shopping. It also involves the advice to draw attention more customers as well as build it more well for the customers. Research about the status and survey on the customers and staff members. The bigger findings signify that there is a need to make the premises look nice, quality products and car parking renovation and better service provided for the customers. It shows that Customer needs will change accordingly time to time and this reports advice that centre continue to develop if it wishes to carry on supplying quality service for the customers. Procedures Appointed a Local marketing Company to conduct surveys with respect to customers and employees to research against customer needs, staff viewpoints and also services and resources available. Interviews 120 Customers were interviewed over a three day period including two normally busy days and one quieter day. They were asked to rate the centre on behalf of services and products out of five points. All staff was interviewed for a period of one week. It included assessment of staff working

with rota system, and also they were asked to rate the aspects of the centre and its products and services. All resources that are available to the customers and staff were checked manually. Monitored the entry and exit part of the shopping mall.

Findings

Access to shopping centre/ External Factors/ Product

The entry of the shopping mall is very easy for the customers either by drive way or by walking. It has found from the reference of the customers that the mall was very convenient and welcoming before the increase of the recent competition and its location is one of the plus points for the mall. The entry point to the centre is not much welcoming. The centre looks very old as compared to the recent market. The product and services received high rating from both the customers and the staff. However, lack of some products is found on the shelves. Community notice board is missing in the centre where customer can post notices. Some shelves are not positioned properly for the self service. Only four counters provide for the EFTPOS facility in a total of eleven. The stock department always run under staffed and they work on different tasks upon calling from other department during busy period. As a result of that sometimes they run out of stock from their shelves. Most of the competitors have launched loyalty cards schemes to reward the customers but the centre has not working on the same schemes.

Parking

The parking area is not covered from outside and children playing on the side walk can enter easily into the car park. There are no enough places in

the underground parking to handle the customers on the busy time. The entrance or the car park walk ways is not covered enough to act like a shelter in the rainy days. The front area of the mall could be used for the additional parking if it is available for lease. The trolleys stands in the parking place are not properly distributed which makes the customers to walk from very distance to return the trolleys. No security system in the car park. Misplacement of the trolleys could cause hazard for drivers and pedestrians and there is no direction on the trollies to put them back at the proper place. The crossing for the people is not properly positioned. Car parking area is very dangerous during busy period as no one is there to supervise. (berhain, 2010)

Sales Marketing/ Notice Board

Feedback methods are not implemented to get feedback from the customers and staff. Local Advertising has not found to attract customers. Some shelves are not positioned properly for the self service. There are few indications to let the customers know about the product group area. Home drop off services are not available. The demand for the baking product is high but baking area is not updated and does not meet the market demands.

Customers/ Staff Needs

Competitors have also launched gift bags schemes for the customers buying things more than 200 dollars. Customer's feedback is good for the location of the centre for the old people to easily travel as compared to the competitor's location. Staff feedback tells that the centre is good place to work and the management is very helpful to the staff and always make the fair decisions.

Only a few of the staff things that change in management will improve and change the things.

Conclusions

5. 1 Access to shopping centre/ External Factors/ Product

Due to different accessibility options shopping mall is becoming very popular. People from the nearer areas do not need to travel much to reach the mall as it is in the centre of the city. It looks very old for the customers and not attractive. Centre is not fashionable because it looks old as a result selling a product would be decreasing day by day. Chances are of losing customers due to shortage of products. Customers could be easily stressed or diverted from shopping at centre due to improper positioning of shelves.

Parking

While playing, children outside parking could cause serious issue and the moving cars may hurt them while they were playing. Centre should have more car parks to cater for more cars. The empty plot opposite the centre should be hired on lease for parking. Trolleys should be organised to prevent accidents. Security camera is must installed equipment in the car park for safety to Customers and premises.

Sales Marketing/ Notice Board

Advertisement is one of the good ways to attract the customers as well as decorate the shopping centre during the public holidays like Christmas.

Shopping centre can implement discounts during the special days and provide some merchandise. Competitions could be attractive for customers and weekly prices.

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Customers/ Staff Needs

Centre generates a pleasing environment for customers to enjoy their time shopping at the centre. The centre is a good example of an organisation culture with employers and employees working together towards common goals.

Recommendations

The recommendation of this report is that the centre needs to be developed to improve its current image for customer attraction and gain sales. The location of the centre is favourable to the community and isn't a downfall, therefore the major downfalls are organisation, management, presentation as well as marketing. These are the factors to look into should improvement take place. 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 everyone. Customers are the number one priority for any particular organisation that has the intension to gain capital. Therefore the Tauranga Shopping Centre should target customer's satisfaction in every means to achieve its vision in terms marketing and promising future.