

# [Store 24 college essay](https://assignbuster.com/store-24-340-words-college-essay/)

Question 1: What is Ban Boredom and does it make sense for Store24? Answer “ The Ban Boredom strategy was really playing off of the urban, young adult market. Marketers know that this demographic gets bored easily and needs to be stimulated. We wanted this group to always see new and different things in the store. ” (to create a strong sense of loyalty) Ban Boredom ??? ?????????? Store24 ????????????????????????????????????????????????????????? ??????? Store24 ?????????????????????????????? Ban Boredom ????????????????????????????????????????????? ??????????????? ??????????????????????????????? rand loyalty ????????????????? ???????? Company Background ????????????????????? ?????????????? Store24 ??? New England ?? NYC ????????????????? ???????????? ?????????????????????????????????????????????????????????????????? ??????????? Store24 ?????????????????????? ???????? Ban Boredom ????????????????? Customer Relationship Management (CRM) ??? Starbucks Coffee ??? Ban Boredom ????????????????????????????????????????????? ?????????????????????????? break the ice ??? build relationship ??????????????????? cross-sell ????????????????????? ?????? Store24 ????????????????????? Ban Boredom ??? ??????????????????????????????? ?????????????????????????????????????????? Starbucks Coffee ???????????? ?????? paragraph ?????? “ In May 1998,…the most recent customer feedback surveys showed low differentiation of Store24 from our competitors…The survey results showed that customers primarily valued fast service and good product selection” ?????????????? ??????????????????????????????????????????? Store24 ????????????????????????? ??? ??????????? ?????????????????????? ??????????????? Ban Boredom Strategy ???????????????????????????????? Store24 Question 2: What does Store24 have to do well to succeed? Answer ?????? 1 ????????????????? feedback ???????????? ?????????????????????????????????? ?????????????????????? ???????????????????????????? ???? relation ??????????????????????????? ??????????? ??? Store24 ??????????????? skill ?????????? ??????????????????????????????????????????????? Question 3: Do you feel that the current measures are adequate for Store24 or should we measure addition things in order to measure strategy success? What additional measures would you like to track? How would you measure each? What challenges would you face? Answer ?????????????????????? ??????????????????????? 6 ??????????? ????????????????????????????????????????????????????????????????? ?? ???????????????????????????????? Ban Boredom Strategy ???????????? Ban Boredom Strategy ????????????????? Ban Boredom Score ??? ??????????????? Implement Ban Boredom Strategy ?????????????????????????????????? ???????????????? Ban Boredom Score ????????????????????? ????????????????????????????????????????????? Ban Boredom Score ??? ???????????? Ban Boredom Score ??? ????????????????????????? Ban Boredom Score ?????????????????????????? ???????????????????? scale ???????????????????????? ????????????? A ??????????????? ????????????? B ???????????????????? Ban Boredom Score ??????? ????? ???????????????????????????? ???????????????? feedback ????????????? Question 4: Why should companies spend the time and money tracking non-financial performance measures? Isn’t financial performance enough? Answer “??????????????????????????????????????????????????????????????????????????? ?????????????????????????????????????????????????????????????????? ????????????????????????????????????? ???????????????????????????????????????????????????????????? ???????????????????????? (customer relationships) ?????????? ” ????? : Balanced Scorecard ??? KPIs http://www. pdamobiz. com/forum/forum\_posts.

asp? TID= 5973&PN= 1 ????????????????? ???????? 1 ???????????????????????????????????????????????? ???????????????????????????????????????????????????????????????????????????????????????????? ???? ?????????????????????? ???????????????????????? ????????????????????????????????????? ???????????????????????? ???????????????????????????? ????????????????????????????????? ??????????? ???????????????????????????? ???????????????????????????? ?????????????????????????????????? Kaplan ????? Balance ScoreCard ?????????? Question 5: Should we tie compensation to these non-financial metrics? Answer “????????????????????????????????? ??? CFO Magazine ??????? 990 ????????????????????????????????? 25% ???????????????????????????????????????? ” ????? : ????? : Balanced Scorecard ??? KPIs http://www. pdamobiz. com/forum/forum\_posts. asp? TID= 5973&PN= 1 ???????????? Motivation ?????????????????? ??????????????????????????? Balance ScoreCard ???????????????????????????????????????????????????????????????????????????????? ?????? Reward ????????????????????????????????????????????????????????????????? ?????????????????????????????????????????? ???????????????????????? Question 6: How can we use the measurement system to determine if Ban Boredom is a bad strategy or whether it is poorly implemented? Answer ????? ?????????????????????? Ban Boredom ??????????????????????????????? ???????????????????????????????? Ban Boredom ????????????????????? ???????? Exhibit 4; Ban Boredom Score ???????????????????????????????????????? Ban Boredom Strategy ?????????? Ban Boredom Strategy ???????????? Ban Boredom Score ????????????????????????????? ???????????????????????????? Ban Boredom ????????????????? Ban Boredom Score ??? ???????????????????????? ???????? ??? Ban Boredom ??????????????????????????????? ????????? Ban Boredom Score ??? ??????????????