

# Dollar general store essay



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One of the most successful retailers in America is the small town oriented Dollar General Store. The value and convenience offered by Dollar General Store focuses mostly on low, middle and fixed income families in rural areas that are not normally served by larger retailers.

The current programs used by Dollar General Store helps to bring the consumable basics to their customers at a low price. Dollar General Store Introduction The mission of Dollar General Store to their “ customers is a better life”, their “ strategy; a customer-driven distributor of consumable basics”, their “ niche; profitable small stores delivering convenience and value” (Dollar General Corporation, 2008a). A better life refers to the fact that the company offers the most popular brands of consumable basics such as; laundry detergent, toilet paper, soap, shampoo, socks and underwear to name a few, at a low price, 30% of the products are \$1. 00 or less (Keegan, 2005). The company has targeted the small rural areas that are not normally served by larger retailers and the customer focus is on low, middle, and fixed income households.

The store accepts cash, checks, PIN-based debit cards, and Visa, Discover, EBT (electronic benefits transfer) and food stamp benefits (Dollar General Corporation, 2008b, ¶ 6). The store offers quality products as well as their own private label, Clover Valley, whose intent is on saving the consumer money (Dollar General Corporation, 2008b, ¶ 4). Dollar General Store has kept their store sizes small compared to those of Wal-Mart, only 9, 000 square feet. The company currently has over 8, 000 stores in 35 states with reported sales in fiscal year 2007 at \$9.

5 billion. Dollar General Store currently offers over 5, 400 core products from America's most trusted manufacturers, such as, Procter & Gamble, Kimberly Clark, Unilever, Kellogg's, General Mills and Nabisco (Dollar General Corporation, 2008c). One of the most admirable things that Dollar General Store offers in the community is different types of literacy grant programs. The company offers grants to programs that support adult literacy; funding to non-profit organizations that provide direct service to adults in need of literacy assistance, back-to-school grants; funding to assist schools in meeting some of the financial challenges, library relief; benefits public school libraries recovering from major disasters, family literacy; funding to family literacy service providers, youth literacy; funding for schools, public libraries and non-profit organizations to help with the implementation or expansion of literacy programs for students who are below grade level or experiencing difficulty reading (Dollar General Corporation, 2008d).

Describe company's current programs: Handling customer complaints Dollar General Store has a website page that allows for customers to write to the home office at Dollar General Store, Customer Service Department, 100 Mission Ridge, Goodlettsville, Tennessee, 37072, or they can send an email via the website (Dollar General Corporation, 2008e, ¶ 3). There is always a manager or an assistant manager on duty during store hours to handle complaints. The store offers a full refund or an exchange if the customer is not 100% satisfied with the product (Dollar General Corporation, 2008e).

Describe company's current programs: Providing information about new or existing products Dollar General Store uses in-store flyers along with website postings to notify customers of new or existing products.

Recently, the company announced the use of in-store television advertising by SmartPic Advertising. But with Dollar General fashion, “ they are keeping costs down by using smaller screens and their own media player and in-house software” (Word Press, 2008, ¶ 8). Describe company’s current programs: Placing orders Dollar General Store does not have a website shopping capability. They offer in-store shopping only which helps keep their prices low. Describe company’s current programs: Receiving any other feedback from customers The company’s website, www.

dollargeneral. com, allows for customers to submit questions and comments concerning their shopping experience. The submissions go directly to the corporate office for review. The manager on site handles any questions and concerns, but if the information gathered from the customer needs to it will be relayed to upper management (Indeed, 2008).

Describe company’s current programs: Tracking an order Dollar General Store again does not allow for online shopping only in-store. However, the company tracks their inventory and daily sales using Triversity software with their own satellite link up; space net (Dalcom Consulting, 2008). This allows for them to track their sales and inventory better, which can greatly reduce theft, which in the long run helps to keep prices low. Analyze company’s customer relationship programs The location of the Dollar General Stores is especially good news for smaller communities who have recently been affected by the high prices of gasoline and the rising cost of living in general. Most people who shop at their local Dollar General Store like the convenience of shopping at a smaller store, accessibility of name brand

products, and the value of those same products they may pay more for by going to a bigger retail store.

The trip to the Dollar General Store is usually for a few items, and because of their location, it is usually a very short trip saving gasoline and time. Keeping with smaller store sizes speeds up the shopping process by helping customers to make their selections quicker and checking out quicker. The down side of this is the limited selection of products. Most families need more than the consumable basics each week and will take that longer trip to a larger retail store for them. The website is full of good information and has a place for asking questions and sending the corporate office comments.

The biggest drawback with the website is that it does not allow for online shopping. Even Wal-Mart has online shopping which allows for the items to be shipped to the buyer's home or picked up at a local store, less shipping charges (Wal-Mart Stores, 2008). Dollar General Store would benefit by at least allowing customers to order items to be picked up at a local store thereby keeping extra shipping and handling costs down. Dollar General Store has a store policy that keeps employees busy at all times. This is great for productivity, but for customers this can be a problem.

If that certain employee who is cleaning or restocking the shelves should also be running the register, and they do not see that customers are waiting to be checked out, this can cause some very disappointed customers (Indeed, 2008). Critique company's customer relationship programs The success of Dollar General Store can be assisted by the company keeping abreast of the newest and most desired products along with keeping their own private line

comparable with other name brand products to help the customer save money (Dollar General Corporation, 2008b, ¶ 4). Also the implementation of in-store advertising of new and existing products through the new SmartPic Advertising screens is a step in the right direction to keeping pace with the newest technology (Word Press, 2008). The store policy of keeping the employees busy at all times is a great plan, but the company must insist on great customer service as well to keep customers from waiting to be checked out. Customers do not want to wait an excessively long time to be checked out or to even be recognized, this goes against Dollar General Store's motto, " save time, save money—everyday! "(Dollar General Corporation, 2008a). After all the store would like to maintain the simplicity of shopping, what is simpler than paying for merchandise, the whole reason for being in business? The literacy grants program is very helpful to the communities that Dollar General Stores serve.

The founder Cal Turner of Dollar General Store was illiterate when he first went into business. Seeing the need and the benefits associated with being able to read and the impact that an educated community can have on struggling families, inspired him to set up the grants program through the store he founded before he himself learned to read (Hoover, Inc, 2008, ¶ 2). Since most literacy programs rely on funding from grants, the possibility of receiving a grant from Dollar General Store helps to establish a personal customer relationship with the community (National Institute for Literacy, 2008). Conclusion Dollar General Store is one of the most successful retailers in America. The store focuses on saving time, saving money, providing quality products to low, middle and fixed income families.

The current programs used by Dollar General Store helps to bring the consumable basics to their customers at a low price. However, the company must not let keeping prices low cost them the opportunities that can bring up their profit margin while still maintaining the “ save time, save money— every day” motto (Dollar General Corporation, 2008a). ?