

Analysis

Business



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Fresh Direct Case Analysis Here Here Here Here Fresh Direct Case Analysis

Fresh Direct is an online grocery order and delivery service located in the New York City area. The business promotes the idea that they can provide customers with fresh, quality, and affordable products without having to leave their own home. Learning from the demise of similar online services, Fresh Direct has survived thanks to the integration of several high-quality production methods, including top-notch facilities, a website with a large amount of interaction opportunities, and quality management with SAP manufacturing software. The company continues to grow, but will only continue to do so with the ability to adapt as issues arise.

Challenge

One of the few complaints that have become too regular in the operations of Fresh Direct is the customer claim that products are not sufficiently fresh upon delivery. Online grocery services are still an extremely small market sector in comparison to the massive physical stores that dominate the industry (Hand et al., 2009), so it is vital that Fresh Direct address every possible weakness with the appropriate correction measures. The business obtains, stores, sorts, and delivers items through a detailed process that has been extensively researched to minimize the time until delivery and to keep appropriate products refrigerated as needed. Accordingly, it is possible that the actual freshness is not the problem. Instead, customer perspectives may be biased because they cannot actually touch and physically examine their food prior to purchase, as many shoppers are accustomed to do (Cho, 2011).

Solution

Fresh Direct can provide daily updates from factory employees that

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describes the items in the physical terms that shoppers would normally check in person. This addition to the website may ease consumer concern about receiving products that are not sufficiently fresh.

References

Cho, Y. C. (2011). Analyzing online customer dissatisfaction toward perishable goods. *Journal of Business Research*, 64(11), 1245-1250.

Hand, C., Riley, F. D. O., Harris, P., Singh, J., & Rettie, R. (2009). Online grocery shopping: the influence of situational factors. *European Journal of Marketing*, 43(9/10), 1205-1219.