

Mini case study



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Overview Bright Electronics is a retail outlet of electronic goods. Their main business is to sell different electronic devices and products. The store manager of the retail outlet named John Clark is in-charge of merchandising of goods. The manager is worried and extremely concerned about the number of returned merchandises. A performance improvement specialist has been hired by the store manager in order to solve the problem of excessive return of merchandises by applying the methods and procedures in the store. The specialist helps the clients to solve the particular problems by developing various techniques. Question to the Store Manager The store manager has been asked three questions by the performance improvement specialist to get proper information about the growing number of returned merchandises in their electronic store. The first question was asked regarding the service facilities rendered to the customer during purchase of goods and it was found that the customer was not provided with adequate knowledge about the products. The second question was regarding the sales staff qualities in the store and it was found that the staffs lacked in skill and knowledge about the electronic products available in the store. The third question was asked to the store manager about the brand of the electronics products they are using in their retail outlet and it was observed that they deal with the poor quality products and not the renowned brand available in the market. Thus, all these are the outcomes of various returned merchandises. Problem Fixation The term ‘ return merchandise’ is referred to the return of goods by the recipient to the supplier because of certain problems within the products. The recipient desires the product to be

replaced or repaired or to receive refund for product from the same retailer within the warranty period of the product. The problem may arise in the store for various reasons but it needs to be solved efficiently. When the customer approaches for purchasing the products they must be provided the opportunity to assess the goods displayed. The customer should be made aware of all the information related to the particular product. As a result, the customer can understand about the product and become acquainted with its facilities before purchasing. Before selling the product to the customers, the sales people in the store must provide adequate information to them about the products through a simple and direct conversation. Various consumers do not possess proper technological knowledge, thus they purchase undesirable goods which may not be required by them. After a certain period of time the customer returns the merchandise from the store, which they had purchased. The cause might be myriad. The customer may have mishandled the products due to their lack of knowledge and come for repairing or replacement. It may also be due to the damaged products sold to the customers without prior checking which may strongly affect the ethical outlook of the store in the market. The knowledgeable sales staff in the retail store will help to reduce the problem of excessive return merchandising. The store must hire trained staff or must provide strict training to the hired staffs. This policy will help the store to attract more customers. The staff can highlight the entire details to the customers about the benefits and proper ways of using the product (University of Tennessee, 2003). Reference University of Tennessee, (2003). Strategies. Retail Merchandising. Retrieved Online on February 25, 2011 from <http://careers.washington>.

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