

# Image and operations of the shopping centre tourism essay

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**ASSIGN  
BUSTER**

On Sunday, 1 July 2012 the General Manager requested a research report on the image and operations of the shopping centre and to make recommendations of how it could be made more attractive and better meeting the needs of the customers. This report is due on Friday, 9 November 2012.

## **2. Executive Summary**

The purpose of this report is to outline the research of the image and operations of the shopping centre and make recommendations to make it more attractive and better meeting the needs of the customers. The primary research is carried out by local marketing company called Ragwort and Simpsons Ltd. This company provided findings from customer and employee surveys of how well the centre meets customer needs. This company carried out some research with regards to the premises, car parking provision, products and services on offer. Based on the key findings, the recommendations are addressed to premises, car parking provision, products and services to further improve the service of the Centre. The report will include following: Research Procedures Key Findings from Surveys and Research Conclusions Recommendations for further improvements

## **3. Research Procedures**

The research is carried out by local marketing company - Ragwort and Simpsons Ltd. This research includes customer and employee surveys, which focus on premises, car parking provision, products and services of the shopping centre.

### **3. 1 Customer survey**

There are 120 customers participated in the survey. The survey ran for 3 days; 2 normal days and 1 quiet day. The survey questions used five point Likert scale format, and asked participates to provide qualitative comments to expand their ratings on the scale.

### **3. 2 Staff survey**

The staff surveys allowed all staffs one week to complete. The staff surveys questions are used five point Likert scale format, and asked the staff to provide qualitative comments to expand their ratings on the scale.

## **4. Key Findings from the Surveys and Research**

According to the results of primary research carried out by Ragwort and Simpsons Ltd, the key findings are listed below:

### **4. 1 Premises**

The entrance design Centre is not welcoming. The internal and external guise of the Centre is out-dated. No sufficient amount of covered area above the entrance and the car park walkways for customers to shelter on rainy days.

### **4. 2 Car parking provision**

There is no fence surrounding the ground level of the parking area and children can wander into the car park through adjoining sidewalk. There is no security inspection surround the car park areas. There are no enough underground car parks to handle the number of customers during busy periods. There is no one supervising vehicle movement, so that the car

parking areas are quite hazardous during busy periods. There are no signages for trolley collection point in the car park. Trolleys are left all over the place which forms hazards for both the drivers and the pedestrians. The pedestrian crossings are poorly located in the car park areas. Area in front of the mall may be available for lease, which could be an opportunity for additional car parking area.

### **4. 3 Products and services on offer**

A range of high rated products and services by both the customers and staff were concerned about the shortage of shelves. The stock department is constantly under staffed, especially in busy holiday period. This resulted in stock piling up in the storage area whereas the display shelves being empty. The way that shelves positioned was not ease for self-service. There are very few signages in the Centre to direct customers to product group alias.

Bakery is small and out-dated which struggle to meet the current demand. Not all counters have EFTPOS facilities. There is no community notice board in the shopping centre for customers to post notices. There is no suggestion box to receive customers' feedbacks. The trolley stands are unevenly located in the parking areas and trolley return points are far from car park. There are no local advertising of our products and services to attract customers. No delivery service available. Unlike other competitors, there is no customer reward program such as card loyalty schemes or gift bags available in the Centre.

## **4. 4 General comments of customers and staff**

General comments heavily emphasised the physical location of the Centre is a great advantage. It is easy to access, particularly for older customers who are unwilling to travel to competitors located on the border of town. Staff comments indicated that the Centre was a practically good place to work. They felt that management heard their suggestions. There only marginal of staff felt that the senior management need to change to bring real changes and improvement to the Centre.

## **5. Conclusions**

Based on the key findings above, the conclusions are detailed below:

### **5. 1 Premises**

Tauranga Shopping Centre was established in 1995, the internal and external of the facilities are out-dated. Centre needs to be renovated to present up-market image of the company and more attractive to customers. Customers are heavily emphasised that entrance of the Centre and no covered area over the entrance and the car park walkways.

### **5. 2 Car parking provision**

The car park is the blood of the Centre, it will affect customer's choice to come to the Centre. At current situation, the Centre should maximum the parking space within the parking areas and create additional car park in a possible way to meet the demand during peak times. The safety issues in the parking area are concerned by customers, such as: potential hazardous for children wander into the car park through adjoining sidewalk in the ground level car park; pedestrian crossings are defectively positioned in the car

park; trolleys have been left all over the place; trolley return stands are unevenly distributed and no signage to indicate, lack of security surveillance and no supervise of vehicle movement. Those issues should be considered as soon as possible to provide a safe shopping environment for customers.

### **5. 3 Products and services on offer**

The issues emphasised by both customers and staff should be manage immediately, such as: shelves positioning, shortage in certain products, shortage in bakery productivity and lack of signage around the product alias. Most of customers emphasised the long queues during peak times at check-out areas which is cause by the lack of EFTPOS facilities at the counters. They are also concerned the community notice board and suggestion box are not available in the Centre, which they can not post notices and hand in suggestions. There some major competitive disadvantages which include: no local advertising method at present, no home delivery service and no customer loyalty program in the Centre, such as card loyalty schemes or a gift bag.

### **5. 4 General comments of customers and staff**

The customers emphasised the physical location of our Centre is an unbeatable advantage which we can be use to maintain and gain more customers form the market. Especially for the people who unwilling to travel long distance to competitors where located on the border of town. As the result of the staff survey, most of our staffs are satisfied with our management and happy about the working environmental within the Centre. We should continually encourage our staff to making suggestions, because

they are the first line observer and provider of our products and services to the customers.

## **6. Recommendations for further improvement**

### **6. 1 Premises**

The capital investment to renovate the internal and external facilities is gigantic. Further research and financial assessment are recommended. The reasonably small investment to re-design the entrance of the Centre, the covered area over the entrance and the car park walkways should complete as quick as possible. Especially, the entrance of the Centre should be designed to be suitable for pedestrians, and the ramp should be created for people with disabilities to use wheelchairs.

### **6. 2 Car parking provision**

According to the Guidelines for the Design of Off-street Car Parking Facilities, our car parking area should be renovated. The following tasks should be addressed: Place fencing surrounds the ground level; the Traffic Impact Assessment should take place to determine and calculate the number of car parks required to meet the demand for peak time. The peak times are 7: 00-8: 00 in the morning, 13: 00-14: 00 in the afternoon and 16: 00-19: 00 in the evening. Providing adequate parking spaces should be considered to handle peak period movements. The parking space and accessible pedestrian aisles should be managed for people with disabilities. According to the design guideline, the 90 degree parking in most cases is found to be most efficient use of space. So that two-way movement and 90 degrees angle parking aisles is recommended. The in front of the mall could be used as additional

car parking. Pedestrians shall be directed and encourage cross parking aisles at right points to avoid accidents. Pedestrian crossing points should not be located at major concentrations of traffic. Pedestrian crossing markings should be clearly marked within white or yellow bars. There is a need to place more signage to direct drivers to vehicular entry points, exits and parking locations. The following warning signage should be used: STOP and GIVE WAY signs; speed limit signs; steep grade warning signs and signs for people with disabilities. The speed limit of 20 K/h in the parking area should be set to avoid accidents. Install variable message signs is recommended, it will guide drivers to park at locations with vacant spaces, it will also indicate the number of spaces vacant at present time, and provide other useful information of the facility. During busy periods, it is strongly recommended that staff be there to supervise vehicle movement. Any accident happened in the car park areas should be recorded. If the accidents rating are high in a particular area, further investigation is required and the action should take place to meet safety requirement. The security cameras should be installed in the parking area, especially on corners to record accidents or criminals. The trolley stands should be evenly distributed to avoid long distance to return or been left over in the aisles. During the busy periods, there must have staff to collect trolley in the car park area regularly.

### **6. 3 Products and services on offer**

To improve our products and services, the following issues should be improved: The stock department should be well managed to avoid under staff. The department manager should provide a work schedules for each shift in detail. The on-call scheme should be promoted to cover emergency



situations. Bakery should be renovated to meet current demand. The development plan should be assessed by senior management with the premises issues. Re-locate the shelves position is required to provide comfort for self-service. And more signage should be placed in product alias to indicate the product category. The EFTPOS facilities should be available in each counter to increase the efficiency of check-out system. During the peak time, the express pathway should be creating for the customer with less than 10 items. The community board and suggestion box should be installing in the Centre to allow people post notices and hand in suggestions. The suggestion box should also be a part of our monitoring system to exam the overall performance of the Centre. The leaflet of our on- sale products should be introduced to attract people to come to our Centre. The leaflet should be sent in residents' mailbox and place at entry/exit of the Centre. This is the best way to inform customers of our products and services. The loyalty schemes are recommended, the further research is required and the details need to be assessed by senior management.

#### **6. 4 General comments of customers and staff**

There are any feedbacks from customers should be hand in to management for further assessment. The Centre should continually encourage our staff to make suggestion, which they are the first line observer of our products and services. There should have a reward scheme for who gives the valuable suggestions. The Centre should be continually providing health environmental for customers and staff.