

Jill s table case study

Business



No commerce strategy will be developed.

If Sill's Table decides against an commerce strategy, Jill can continue to build strong, tight-knit customer relationships and experiences like in the past, that have been critical success factors. This also means that the stores marketing will have a clear, strong, and central strategy focusing on one type of consumer. However, it is an increasing consumer trend to shop online. This means that there is an untapped, international market Jill could be missing out on with no online market presence. . Develop commerce Strategy This would mean the Sill's Table must develop an online store that is linked to the existing website.

This would allow the company to reach a substantially higher amount of consumers, and in many different geographic regions. However, this new online presence could take away from the stores critical success factors, which are superior customer service and product knowledge. Recommended Solution: In order for Sill's table to reach its full potential, Jill Wilcox should develop an commerce strategy.

This will require considerable time and dedication, but the change, if executed properly, could result in substantial profit growth. The main challenge for Jill is maintaining her competitive advantage through exceptional customer service. There is concern that the loyal customers will be neglected and focus will be shifted to online shoppers, and the values of the company will be lost.

However, an online market presence should not be viewed as focus being lost or hefted, but rather as an expansion to the community Jill has already built.

Online and mobile commerce continue to grow. Jill must capitalize on a multinational retailing system. This will require many system investments and operational changes, but is critical in the long run to compete with competitors like Amazon.

The company must integrate the channels, so much so that the two channels seem to disappear. Jill should use the Webster as an online community new, and existing, customers can utilize. This can include sharing ideas, recipes, reviews, comments, ratings and other useful information internationally, which could even unveil new products as well.

This change also means that the in-store experience must be enhanced, to keep the incentive for visiting. Wilcox can consider "in-store specials", advertised online. The website will also provide data on customer activity which can be useful in forecasting and making corresponding marketing adjustments.

Jill's Table Case Study By Christie April-Hugging and in-store experience to commerce should marketing be aimed towards in-store they be stored and how would the shipping costs be absorbed limited expansion if no online presence is developed 1 .

Status Quo: No commerce strategy will be developed. If Jill's Table decides against an commerce strategy, Jill can continue to build strong, tight-knit

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