

# Findings, Analysis and Interpretation and Conclusion(s)/Recommendation(s)

## Candidate A

### Title – the marketing mix of Benny T's

#### Findings, Analysis and Interpretation

##### Analysis

From looking at Benny T's prices and the Land and Seas prices I found out that Benny T's prices are lower than the Land and Seas prices. This means that people may be more likely to come to Benny T's instead of Land and Sea because they have cheaper prices. This would impact the business positively because their reputation could increase because people may know them as the cheaper business.

From looking at their website I found out they didn't have sales or memberships. This means that people have no other option to get lower prices so if a competitor did put a sale on it could harm the business by reducing sales. This could negatively affect the business because if a competitor made a membership card then people who are regulars may change to a different chip shop and so lowering Benny T's sales.

From looking at reviews of Benny T's I found out that the waiting times could be quite bad. This means that people will have to wait longer for their chips and so they may leave and go to a different shop which is faster. This could negatively affect the business because it could worsen your reputation because people will know them as the chip shop that takes a long time.

From doing a mystery shop I found out that their location was in a good location because it was next to a school and quite close to the high street. This means that there may be a lot of customers because of their location. This could positively affect the business because people may go to this shop instead of a similar shop like Golden Bird because it is easier to access and also has free parking while Golden Bird has no parking for its shop so you have to use B&M's parking which if you stay at it for more than 2 hours you have to pay.

From looking at a form about Benny T's I found out that it is a mediocre chip shop with no one loving or hating it. This means that people would be OK eating there and would give it OK reviews. This will impact the business positively because people will know them as a good or alright chip shop so wouldn't mind eating there. Thus making their reputation better as less people are making negative:

## Conclusion(s)/Recommendation(s)

### Conclusion

Benny T's currently does not have a membership and doesn't do sales, I would recommend that they make a membership or put sales on certain days. This may stop loyal customers from going to a different chip shop.

Benny T's currently has more expensive products. I would recommend they make the prices lower or the same as their competitors' prices. By doing this people may come to your chip shop instead of someone else's.

Benny T's currently isn't loved or hated by most people. I would recommend that they try and make changes so that more people like it and try increase their reputation in the process.

Benny T's currently in a good location. I would recommend that they stay in their current location because they have a variety of customer's e.g school kids, people leaving the town and people from Falkirk.

Benny T's currently has a reputation for having quite a long waiting time. I would recommend that they try and fix this by hiring more people at times when they are most busy.

# Candidate B

## Title – the customer service of Wellbread

### Findings, Analysis and Interpretation

#### Findings Analysis and Interpretation

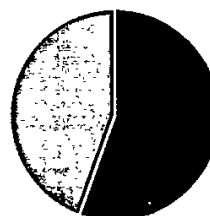
In my survey (Appendix 5) I asked, 'what would you say the customer service is like at Well bread'. I found that 14 out of 20 people said the customer service was good. This shows that most people are satisfied with Well bread customer service, which will increase customer loyalty.

A further question I asked in my survey (appendix 6) was how you would rate the customer service of well bread. I found out that on average the rating for well bread was 5.71. This highlights that customers rate the business customer service as average, which means although some customers are happy there's room for improvement. This shows a steady level of customer satisfaction.

4. do you feel the staff are well mannered

[More Details](#)

<input checked="" type="radio"/> yes	10
<input type="radio"/> no	8



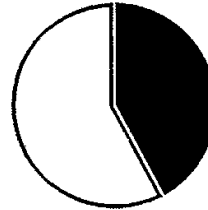
I also asked in my survey 'do you feel the staff are well mannered?' I found out 10 out of 18 people think the staff are well mannered. This shows that the business

has recruited good caliber staff and trained them well. This enhances the reputation of the business.

5. have you ever had a bad experience here

[More Details](#)

<input checked="" type="radio"/> yes	8
<input type="radio"/> no	11

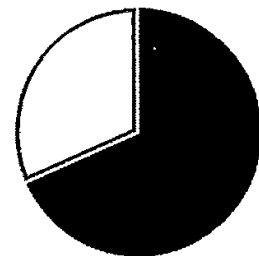


I also asked in my survey 'have you ever had a bad experience here' 11 out of 19 people said they have never had a bad experience. This shows that sometimes Well breads customer service is not always up to par. This might make people avoid Well bread and lead to potential loss of sales and fall in market share.

7. would you come back to well bread

[More Details](#)

<input checked="" type="radio"/> yes	13
<input type="radio"/> no	6



A question I asked in my survey 'was would you come back to Well bread' 13 out of 19 said they would return. This shows that most people would return but there's still room for improvement and this makes the business look good due to loyal customers.

9. what would you rate well bread compared to other Linlithgow businesses

[More Details](#)

[Insights](#)

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Responses



4.89 Average Rating

I put out a star rating question in my survey asking 'what you would rate Well bread compared to other Linlithgow businesses' the rating was 4.89 out of 10 this shows that Well bread is a below average business This will not attract new customers and can lead to low sales and profit.

Website - Well bread has its menu on their website, the main products being hotdogs Panini's hot drinks and other sandwiches.

## Conclusion(s)/Recommendation(s)

### Conclusions and Recommendations

From my survey it can be seen that overall customers were happy with the service that they received at Wellbread. They should continue providing high level customer service to customers. So that the business can generate more sales and profit

In conclusion Wellbread has an average of 4.89 star rating from my survey and that's below average.

Wellbread could introduce a loyalty scheme for example for every time you buy a hot drink you get a sticker and when you have enough you get a free hot drink. This will lead to customer loyalty and increase market share.

I recommend that the business looks at the problems and try to improve quality of food by getting better quality raw ingredients this will improve customer satisfaction.

## Candidate C

### Title – the customer satisfaction at Morrison's, Bathgate

### Findings, Analysis and Interpretation

#### FINDINGS, ANALYSIS AND INTERPRETATION

Trip advisor (see appendix 3) showed that 60% of people were satisfied with the shopping at Morrison's. This means that 40% were not satisfied with Morrison's. This means that Morrison's are not keeping their customers satisfied and may end up shopping elsewhere.

I done a survey (see appendix 4) and 70% of people said that they were pleased with customer satisfaction at Morrison's. This could be because the staff are poorly trained or it might be because the products that the business sells are not high quality and are cheaply made. This may cause customers to go to other competitor shops which means Morrison's will lose out on sales.

### Conclusion(s)/Recommendation(s)

#### CONCLUSIONS/RECOMENDATIONS

I have found out that the majority of people are happy with the company but there is still a lot of people that are not happy. My survey results show this as 30% of people were not happy with Morrison's level of customer satisfaction. I think that Morrison's should sell better higher quality products so that customers are happier with the business. This will increase the amount of repeat customers that Morrison's will get which will also increase the sales.

I also think that they should train their customers better so that they can interact with the customers better this way the customers will be happier with shopping at Morrison's and they may tell other people about the shop and then this will increase their sales which will also increase their profits. I recommend that they also introduce a loyalty system so that the more time a customer shop at the business the more discounts or money they will earn. This will encourage customers to shop more regularly. This will mean the business will get more sales