

Candidate A evidence

Analysis and Interpretation of findings

Para 1

I used the official Nike website (appendix 1) to find out about the get help section this means that having this is good for Nike as the get help section section is good and Nike are able to help customers quickly and I don't need to go into a store to get an answer for a question as with their get help section and I can just get it online.

Para 2

I used the official Nike website to find out where I could contact Nike (appendix 2) The Nike website showed their phone number and also had a chat with us option which is useful for customers that need help. This Benefits Nike as they will have better reviews if customers can get access to help easily this is ultimately good for Nike.

Para 3

I used the Trust pilot website (appendix 3) to check if Nike's customer service was good but from what I found it suggests otherwise as Nike have a 1.7 star rating out of a total of 5 stars which is a bad reputation, this was useful as it allowed me to check how good Nike's reputation is.

Para 4

I used the trust pilot website (appendix 3) to find out Nikes reviews, I found many bad reviews (appendix 4), Nike have an awful star rating (1.7) stars (appendix 3) however Nike don't even take the time to reply to their bad reviews which is bad for the company and a result in bad customer service.

Para 5

I used a form of field research by visiting the Nike stores (January 22nd), from my own personal experience, I found out that Nike's customer service was very poor as I was looking for assistance but nobody was available to help me this could be due to Nike not hiring good enough staff or Nike not training their new staff correctly this makes it clear that Nike don't take much pride in there in store customer service and overall, this is bad for Nike.

Para 6

I used a form of field research by visiting Nike stores (January 22nd), from my own personal experience, they had a lack of stock in stores which I found unacceptable when comparing this to their online stock I found it very frustrating that I couldn't get what I wanted this showed me that Nike don't have as much stock in store and this made me mad and this creates a bad reputation for Nike.

Conclusion

Para 1

I conclude from my visit to the Nike website, I found that Nike had a Get help section. This is good customer service by Nike as it allows me as a customer to get answers to question quickly and easily. I would suggest that Nike keep updating there get help section to meet customer needs which would lead to Nike maintaining good customer service.

Para 2

I conclude from my visit to the Trust pilot website that Nike have very bad reviews on the trust pilot website I would suggest that Nike take the time to reply to these reviews and try to resolve customer problems which would lead to Nike building a better reputation and satisfy more customers.

Para 3

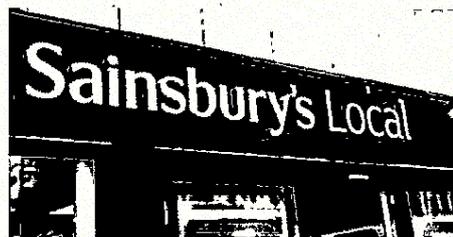
I conclude from my field visit to the Nike store that Nike have very poor customer service as when I entered the store, I was looking for an employee to help me find what I needed to find however there was no one to help me for a while. I recommend that Nike should recruit and hire more employees to help assist customers when needed as this will result in an increase in good reviews and improve customer service.

Candidate B evidence

Findings, analysis and interpretation

Para 1

From the Sainsburys website I found out that the business sells wide ranges of products from cleaning, groceries and kitchen appliances. This means that they have a large range of customers as they have a lot to offer.



Para 2

From the Sainsburys website I also found out that Sainsburys have free delivery if you spend more than £40 on an order. This means that they can expand their target audience to people with may have disabilities and can't access the store.

Para 3

Using the Morrisons website I found out that they share the same price of £1.40 for Warburtons bread. This means that they won't go into a pricing war with Morrisons.

Para 4

From my survey I found out that 71% of people didn't know about the Sainsburys app. This means that the business hasn't been promoting the app as well as they should have been doing.

Para 5

Using my Survey, I found out that 71% of people also didn't know about the Sainsburys loyalty card. This means that the business hasn't been advertising the benefits of having a loyalty card at Sainsbury's.

Para 6

From my survey I found out that 78% of people find their customer service bad. This means that the business could lose customers due to poor customer service in store.

Conclusions(s)/Recommendations(s)

Para 1

I would recommend that Sainsburys advertise their app more on tv, because in my finding 71% of people didn't know the app existed. Therefore, more people would use the app which overtime would lead to an increase in sales. Also, this can reach a wide range of audiences. However this is an expensive method of advertising.

Para 2

I would recommend that Sainsburys up their delivery cost from £40 and over to £50 and over for free delivery, because in my findings they charge a minimum of £40 for their free delivery. Therefore, Customers will have to buy more to get a

free delivery which would lead to an increase in profit as more sales are being made as the minimum fee has been upped by £10.

Para 3

I would recommend that Sainsburys lower the price of the Warburtons bread, because in my findings Morrisons charge the same price of £1.40 for their Warburtons bread. Therefore, the business could intrigue competitor's customers to buy items at Sainsburys as it is cheaper.

Candidate C evidence

Findings, analysis and interpretation

Para 1

From the PRET-A-MANGER website I found out that Pret have a delivery option, this means that you don't have to show up to the store location to get your food, as a result widening the target audience to those who don't have access to a local store.

Para 2

Also, from the PRET-A-MANGER website I found out that Pret use outer delivery services like just eat to deliver to customers, this means that the delivery

company take a percentage of the order price. As a result, decreasing the company's profit per order:

Para 3

Furthermore, from the PRET-A-MANGER website I found out that Pret offer some of their products in supermarkets, this means that customers can buy Pret's products without being in the actual store, furthermore this gives the company and its products more publicity leading to new customers.

Para 4

Again, from the PRET-A-MANGER website I found out that Pret use 100% organic coffee in their product available online, this means that customers who have concerns about how eco-friendly the coffee is have an option of product to buy.

Para 5

From my survey I found out that 100% of people didn't know about the PRET-A-MANGER App, this means that the app hasn't been advertised efficiently, as a result customer don't order from the app and also means the app was a waste of company money.

★ PRET A MANGER ★

Para 6

Also, from my survey I found out that 83% of people haven't seen PRET-A-MANGER advertising, this means that PRET-A-MANGERS promotion marketing mix isn't effective.

Para 7

Again, from my survey I found out that 83% of people don't have a local PRET-A-MANGER within a 5-mile drive of them. As a result, this means that customers won't travel to a store near them and instead go to a closer competitor for products

Conclusions/Recommendations

Para 1

I would recommend that PRET-A-MANGER deliver to homes using internal source instead of an outside delivery company, because in my findings I found out that they use companies like Just Eat to deliver their food to homes. As a result, this will lead to increased profit as companies like Just Eat charge a percentage off the company for each order.

Para 2

I would recommend PRET-A-MANGER spend more resources on their promotion marketing mix and advertise on television, because from my survey I found out 83% of people hadn't seen PRET-A-MANGER adverts, this means that the products Pret offer can be displayed and shown being consumed and can be made appealing using colour, sound and movement in the advert. As a result, potential customers will know any information about current deals/offers PRET-A-MANGER have to offer. However, as a result this will lead to increased company expenditure.

Para 3

I would recommend PRET-A-MANGER spend more money advertising their app on social media because from my survey I found out that 100% of people hadn't heard of the PRET-A-MANGER app. As a result, more people will start using the app and will increase profit and reach a wider audience, however this will lead to increased expenditure because Pret have to spend money on running and creating the social media account.

Para 4

I would recommend Pret open up more locations in areas one isn't in for the nearest 5 miles, because I found out in my survey 83% of people don't have a local PRET-A-MANGER within a 5-mile drive, therefore this would increase customers loyalty as they don't have to go to a local competitor instead.

Para 5

I have found out that the promotion elements of PRET-A-MANGER marketing mix is ineffective and that the others people and price are good and effective.