EXAMPLES

Hospitality / Clothing / On-line / Appliances / Food / Pharmacy / Specialty Stores / Chains etc

BUSINESS MODEL

Location based store to sell products with a reliable customer experience so they come back

BIGGEST CHALLENGES

- Staffing levels to handle peak times and slow times
- Turnover of staff and keeping them motivated and productive
- Variable staff training on how to sell and optimize the transaction
- Selection of correct assortment to offer for sale
- High capacity and low or variable utilization
- Limited inventory analysis to determine what to stock and how to price
- Building a customer experience that ensures they come back
- Marketing to ensure target shoppers are attracted to visit

BEST OPPORTUNITIES

- Staff onboarding and training system
- Inventory analysis to determine where money is being made and lost
- Sufficient attention to customer experience to ensure loyalty
- Creating community with customer base using marketing and social media
- Measurement systems for targeting increases to transaction values
- Continual nurturing of company values and culture

RECOMMENDED ACTION

GET A BUSINESS OPTIMISATION ANALYSIS | WHAT YOU'LL FIND OUT:

- The amount of money you should be making for a business your size
- A list of individual strategies that if actioned will make you more money
- You'll know "what to do" and see how much it's costing you "not to do"