dd

by Dd Dd

Submission date: 17-Nov-2021 09:46AM (UTC-0500)
Submission ID: 1705606636
File name: social_engagement.docx (17.98K)
Word count: 1336
Character count: 6666

Social Engagement

Student Name

Institution Name

Course Number

Due Date

Faculty Name

Introduction

Social engagement allow the mall to engage with customers as social media enable interaction with clients. Customers tend to carry out research inline though they prefer making purchases in a physical shop. This enables them to see as well as try real products, talk with representatives face to face as well as pick up their items. Clients so not stop using their digital resources when they get in the retail store. Majority of the buyers use their phones as they shop. This enables them to look at the product details as well as read review as they decide on an item. Due to this shopping tends to be enjoyable and effective through the use of customer social media engagement before, during as well as after the purchase (Holweg, Lienbacher, & Schnediltz, 2010).

Main Problems

Currently, at Avenues Mall there are poor social engagement services. First this facility has to activate Wi-Fi since the facility's Wi-Fi does not function efficiently and thus the clients always have to change to cellular data. In additionally, majority of the shops have booths which are used in various ways. These boots tend to attract a high number of users who may cause

overcrowding in the facility. This mainly makes it hard for the facility to be less productive since they tend to spend most of their time handling the issue of overcrowding in the facility. In regard to coupons, clients tend to stock up on coupons and cash it in and take some items for free. This would results to the loss of profit.

Analyze the Problem

Basically, Avenues Mall tends to have such a poor social engagement services. This is due to several issues. The firm has been experiencing poor Wi-Fi connections. This is due to increased physical obstructions near the mall. The metal, mirrors as well as concrete are majorly used in modern building design, though they can have an impact on signal inference. The mall as well accommodate a lot of people who are connected to the wifi connections thus weakening its ability. The more the number of persons connected to a connection the less reliable the connection gets to be. The system is as well regularly hacked by cyber attackers who interfere with the system thus making it less reliable. Books of coupons as well negatively impact the functioning of the facility. Coupons tend to be so expensive for the firm. The discounts offered by the firm means that the firm will provide less money in the pocket. Regular clients may get in the habit of waiting for coupons that cannibalizes income that is produced in the coupon program.

Booths in the facility have as well been effective since they offer limited number of booths this causing traffic. These booths have a maximum depth of 10’ with a height restriction of 8’. This prevents from hanging a signage from above for maximized visibility. This facilities are as well not interactive for kids. This prevents parents from visiting the faciliting since their children do not find it fun being there. Due to this, parents tend to lose interest on visiting the mall. Additionally small businesses do not provide high quality products. Small businesses tend

to provide low quality products as a way of evading costs associated with the production of high quality products. This may reduce the number of clients visiting the facility. Poor quality products triggers business to lose clients more than they gain new ones.

Solutions that were implemented in the Past to solve the Challenge

To handle the issue of poor Wi-Fi in the facility, Avenues Mall has majored on handling weather conditions and increased the number of Wi-Fi routers in the facility. Increased Wi-Fi router required the speed of Wi-Fi that the facility was getting. This was so expensive for the firm since each day, they were reported cases of hacking and clients private information being sabotaged. Basically, the facility had not implemented effective ways to safeguard the routers as well as the connection. Therefore this failed since the connections were not safe. To handle the issue of booths the facility reduced the number of booths in the facility. However this made it hard for new businesses to enter the market. It was hard to inform clients about the new products as well as the need for the product. Booths tend to offer business the chance to demonstrate new products as well as services to trade show visitors and responds to the questions. Therefore insufficient number of booths made it hard for these businesses to flourish (Ghaffarkadhim, et al., 2019).

In order to improve the ability to enhance the interactivity for kids in the facility, they introduced gaming services where the clients were expected to pay for. Majority of the parents were not impressed by this idea. This made it hard for them to attract the clients that they were aiming at who were mainly parents. The turn up of parents who had kids had as well not maximized in the facility since they termed it to be so expensive for them.

Additionally, small businesses resulted to reducing the quantity of items they were producing and maximized on the quality. This was as well not efficient since the businesses did not have sufficient clients since they had already their reputation with the clients. They did not implement any effective method that would be used to inform clients about the products. Majorly on the improvements that they had majored on implementing. In addition, in regard to coupons, the facility limited the day expiry date. This was effective at first but it was not for long term use since during the days when the coupons were accessible the facility had too many clients which was more expensive for the facility.

Ways to improve Social Engagement

In order to improve social engagement at Avenues Mall, they should implement several factors which will aid in maximizing their success. The facility should consider:

i. Collaborate with small business

   Collaborating with small business will aid in maximizing their confidence that they can provide high quality products to their clients. This is because they will have the required support to provide the required items. In addition this may aid in reducing the chances of failure in the facility.

ii. Book of coupons

   Coupons will only be meant for loyal clients. A client should be liable to these services after they've shopped in the facility for a given time. This may aid in maximizing the number of clients that the facility gets since all clients will be looking forward to be liable for the facility.

iii. Activate the malls Wi-Fi.

When a customer gets in the mall they will get a code that will allow them to log in into the facility's Wi-Fi. Once a person is out of the mall then the Wi-Fi connection is disconnected. This will aid in preventing the use of Wi-Fi by unauthorized users (Dewanti, et al., 2015).

iv. Booths for shops

The facility should rent more rooms for booth services. This will aid in reducing overcrowding in the booths as well as increase the number of clients buying the new products. This is because booths aid in maximizing the knowledge on new items.

v. Interactive for kids.

The facility should major on face painting for free or at a low cost. This is not expensive for the facility or the parents. This is as well an effective way of attracting parents in the facility.

References

Dewanti, R., Ismail, I., & Marimutu, M. (2015). The Effect of Hypermarkets' Social Media Usage on Indonesian Customers' Loyalty. *Advanced Science Letters*, *21*(4), 751-755.

Ghaffarkadhim, K., Harun, A., Othman, B. A., & Raja, P. (2019). Hypermarkets in malaysia: Issues of expansion, distribution and corporate social responsibility. *International Journal of Psychosocial Rehabilitation*, *23*(2), 659-670.

Holweg, C., Lienbacher, E., & Schnedlitz, P. (2010). Social supermarkets: Typology within the spectrum of social enterprises. *ANZMAC. Doing More with Less. Christchurch, New Zealand*.

dd

ORIGINALITY REPORT

1%	1%	0%	0%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.coursehero.com Internet Source	1%

Exclude quotes	Off	Exclude matches	Off
Exclude bibliography	On		

dd

GRADEMARK REPORT

FINAL GRADE

/0

GENERAL COMMENTS

Instructor

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5