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STORE 24



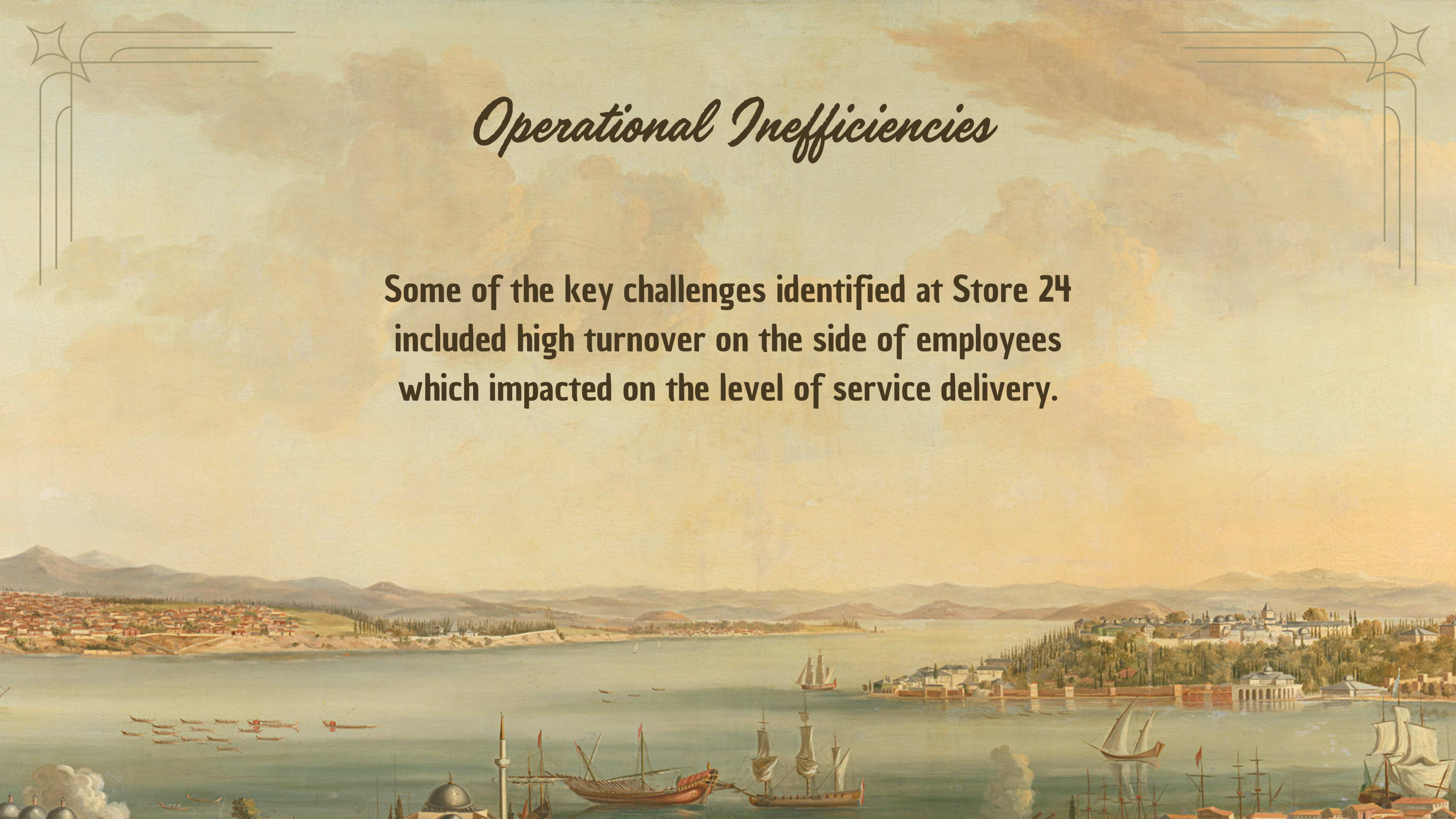


Introduction

The Store 24 is a compact convenience store chain whose case analysis considers how this organisation can overcome competitive forces and enhance its profitability. Some troubles of stores has been identified as operational problems, change of customer traffic, and competitive pressure forcing Store 24 to review its business strategy.

Operational Inefficiencies

Some of the key challenges identified at Store 24 included high turnover on the side of employees which impacted on the level of service delivery.



Employee Training

Such issues as improved training, progressively appropriate benefits for employees can lead to improvement in service quality and subsequently, low cases of turnover. Workforce development investment provides a standard customer touchpoint, as pointed out in the research.



Conclusion

The Store 24 practical shows how it is crucial to have a sound operational and competitive plan to eliminate case operational issues. So, eliminating inefficiencies and IT focus, improved and increased client orientation, Store 24 can reach its sustainable and profitable growth.





Resource

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