**TASK#2**

**First Cash And Carry**

****

1. How many customers visit your business each day?

Answer: On average 280 customers visit each day.

2. What are the peak hours of customer footfall?

Answer: The peak hours are 8:00 pm- 9:00 pm.

3. How many repeat customers do you have?

Answer: The store has 100 repeat customers.

4. What is the average transaction value per customer?

Answer: Rs 50 is the average transaction value per customer.

5. How do you currently attract new customers?

Answer: By giving them a 10% discount, delivering products to their home for free, and

Advertisements of new product deals within Society and online (website).

6. Are you aware of your customer demographics?

Answer: Yes, the owner is well aware of customer demographics.

Teenagers, adult, and middle-aged visits the mart. Males and Females do shopping from

Mart. Most of the customers are residents of the society. Single and married people come as well.

Middle-income or high-income individuals often visit the mart.

7. Do you collect customer feedback or reviews?

Answer: The owner does not collect the feedback. But the product manufacturer often

collects feedback or reviews of their products

8. How do you currently market your business locally?

Answer: With the help of Window Displays, Signboards, online presence and participating in

local events.

9. Are you utilizing any loyalty programs or discounts?

Answer: The mart offers a 10% discount to customers who do purchase greater than Rs 5000.

10. What are the main factors influencing customer buying decisions?

and “Product Quality” are the key factors

11. Do you track customer satisfaction levels?

Answer: They have an Online review and rating on Google Maps. I have also checked but the

ratings were very old.

12. Are you aware of your competition in the local market?

Answer: The owner does shopping in other stores in the area to check the products that he

doesn’t have it in his own mart.

13. How do you currently measure the success of your marketing efforts?

Answer: The owner gives a commission to his employees if they convince the customers to

purchase the specific products(grocery products). More the grocery products sold more the

success/growth rate of his mart.

14. Are there any specific challenges you face in the local market?

Answer: He said that the price of the products fluctuates very much this is directly linked to the

dollar price in Pakistan. Secondly, he tries to lower the operational cost of the mart.

15. Are you open to exploring new marketing strategies or partnerships to grow your local

customer base?

Answer: He mentioned that the area consists of only 3 Marts. The owners are planning to make

collaboration in the future.

16. What kind of data do you currently collect about your customers?

Answer: He collects the Phone Number, House number, and Block Name.

17. How do you store and manage your data?

Answer: They store the data in Centralized Database with a Backup of 1 month. The data is about

the number of products they stock. The Receipt information is also stored in that database.

18. Are you utilizing any data analysis tools or software?

Answer: No, they don’t do that.

19. How often do you analyze your data to gain insights about your business?

Answer: They just use that data to keep the sales record for specific months and keep an

eye on those products that are short in the mart.

20. Do you have a dedicated data team or person responsible for data analysis?

Answer: No, they don’t have a dedicated data team or person responsible for data analysis.