Outland Adventures

Business analysis

**Introduction:**

In today’s competitive market of small businesses and adventure travel understanding customer behavior and inspiring store and brand loyalty is crucial to a company’s success. Allowing a company to provide better products, more options, and expanding the business on the current location or to a bigger one or even franchising. This analysis will attempt to analyze the behavior of Outland Adventures customer behavior by studying the responses form the customer surveys, purchase histories, social media reviews such as Yelp. Analyzing the customer behavior will provide recommendations for the store to increase customer satisfaction and retention and improve sales.

**Background:**

In the summer of 2000 partners Blyth Timmerson and Jim Ford created a small parttime business called Outland Adventures, which was an equipment store geared to support fellow outdoor enthusiasts. As the business expanded Timmerson and Ford hired more employees while expanding the inventory of outdoor clothing, clothing accessories, and outdoor equipment. Included in the expansion Outland Adventures started offering international guided tours in Africa, Asia, and Southern Europe.

**Methodology:**

Comparing the data collected by the customer surveys, purchase histories, customer feedback forms, and social media review, which was given to focus groups gaining a better understanding of the customer base and the customer needs using various analytical techniques and tools.

**Results:**

The analytical results revealed the overall customer satisfaction and behavior for Outland Adventures. The survey revealed that customer service, overall have a positive attitude while shopping in Outland Adventures which resulted in two things. The first is a positive shopping experience creates repeat customers and increased sales followed by increased profits. The second is customers who signed up for the Outland Adventures rewards program made more purchases and with a higher total. That is the good news.

Now for the unwelcome news. The analytical results have shown that sales and profits are down. There were a few causes and effects for this. The research of the focus group revealed. One of the causes of the lower sales is attributed to uncontrolled inflation and higher prices on gas, food, and utilities which resulted in the disposable income of Outland Adventures customers is not what it once was. The effects of lower sales has resulted Outland Adventures having an excess of inventory, which is not selling as fast as it was.

The second cause of lower sales is increased costs of traveling to destination trips to Africa, Asia, and Southern Europe. The travel increases are higher ticket costs, higher taxes, higher visa costs, and higher baggage costs on airlines, which the customers offset the cost by buying or renting less equipment. The effect is less destination tours with fewer customers, increased cost for inventory, and increased inventory since sales are low. The third cause for lower sales is the lack of a robust website, which limits online sales.

**Recommendations**:

The following recommendations suggested by the focus group for Outdoor Adventures are.

Focus on improved marketing strategies such as a more robust website.

Focus on improved marketing to draw attention to the destination trips.

For the destination trips focus on two or three locations per destination.

To reduce the store inventory of rental equipment either enter into a partnership with foreign companies to supply the rental equipment that is needed to the Outdoor Adventures. Or expand the Outdoor Adventures business to foreign countries to provide the customers their rental equipment. Thus, reducing the baggage cost and the reduction of lost baggage claims.

To solve the problem of stock that older than three years. The owners can donate to various organizations such as Veteran’s groups, Boy Scouts of America, Girl Scouts, that will use the equipment. The donation will enable Outdoor Adventures for a tax break.

To increase the sales hold a quarterly customer appreciation day. Rewards members receive a percentage off certain stock at a reduced price. Starting with stock over three years old. Once a year raffle off a prize of a free destination trip, airfare to a destination, or hotel rooms at a destination for eligible rewards members who purchase tickets.

**Conclusion:**

By analyzing economic trends, customer behavior, and inflation the focus group was able to use marketing strategies to improve the customer satisfaction and purchasing power. Applying the recommendations presented to Outland Adventures will increase sales and move stagnate inventory.