

Fenil Rana

How should Tom respond to Frank's demands?

As a result of reading the article, Tom should have accepted Frank's offer. Frank's idea is to increase penetration. Meanwhile, Tom argues that kiosks should provide customers with benefits so that they can use them more often. By placing digital ads on displays, Tom believes growth will be elevated.

Frank is already aware of web competition. Due to the fact that he has been doing this for 20 years, he is familiar with all market strategies and how they can be improved. Frank's intention is probably to add lots of kiosks by the end of next year, and then he will start showing attractive ads and travel info. By having a lot of kiosks, a greater number of people can be covered. Tom might be focusing on short-term goals and Frank is focusing on the long term.

There will need to be more kiosks in public spaces in order to reach more people. In Frank's opinion, once kiosks cover most of the area, it would be more beneficial to show ads, and this would help the company grow. Tom must first ask himself why Frank is more focused on kiosks rather than the web competition since he already knows how competitive the web is. As a result, Tom should have listened to Frank's instructions rather than arguing with him.