

90845R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Level 2 Business Studies, 2018

90845 Apply business knowledge to a critical problem(s) in a given large business context

9.30 a.m. Tuesday 13 November 2018

Credits: Four

RESOURCE BOOKLET

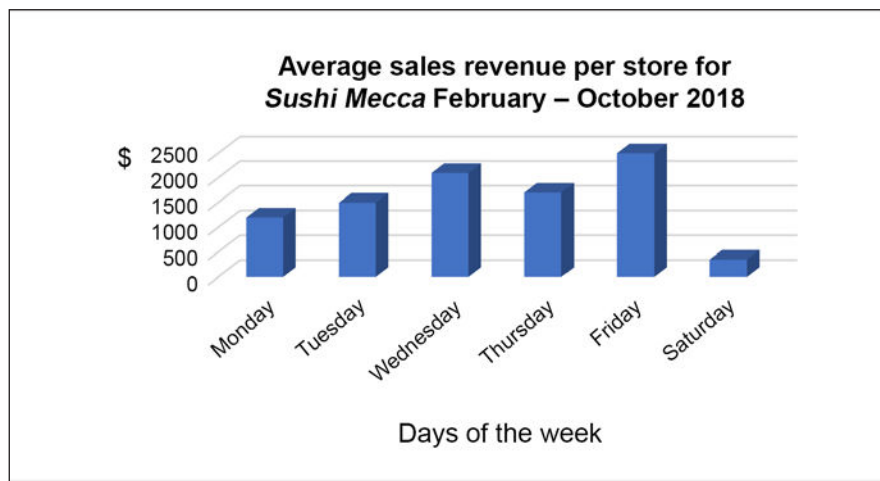
Refer to this booklet to respond to the task for Business Studies 90845.

Check that this booklet has pages 2–4 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

RESOURCE A**Expansion to Saturday and back again**

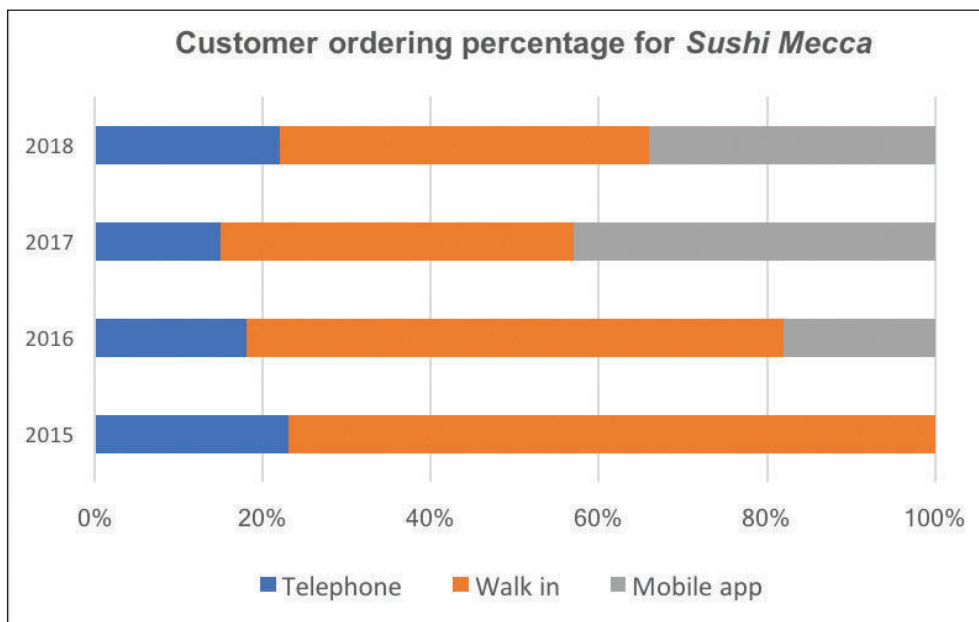
Sushi Mecca is a chain of fast food stores specialising in Japanese sushi for the lunchtime, office-worker market. The business opened in January 2014. Opening hours are from 11.00 a.m. to 2.00 p.m. during the week. *Sushi Mecca* stores are located in areas that have a high concentration of office workers in all large cities in New Zealand. The chain has enjoyed great success over the past four years, and in 2018 decided to open on Saturdays, to increase their sales revenue. This has not been a success, as the graph below shows. *Sushi Mecca* has decided to close the stores on Saturdays and return to a weekday-only service. The business is now investigating other growth strategies for its stores in order to increase sales without increasing the number of stores in New Zealand.



RESOURCE B

Ordering in the palm of the hand

In 2016, *Sushi Mecca* decided to trial a mobile app that customers could use to pre-order their sushi and pick up at a time that suits them. This initially proved to be a very popular option, as the graph below shows. But it has come with some problems. During busy periods, orders that were made on the app with an immediate pick-up were often not ready for customers when they arrived at the store. Also, the mobile app has no way of informing customers that a particular product is no longer available. Changing a customer's order can cause a delay. The app also does not currently have the ability to enable payment – that has to be done in-store. As a consequence, customers who were walk-ins and were waiting to place their order expressed their frustration at being bumped to the back of the queue while the orders from the mobile app were processed.



While management had hoped to upgrade the app regularly, the cost of maintaining and continually upgrading the app has been more than what management expected, so only one annual upgrade occurred. Customers with the latest mobile phone technology have experienced glitches in which the app froze or did not send data they had entered. As a result, staff in the store were not aware of the orders when those customer arrived and the orders had to be redone.

Staff at *Sushi Mecca* are now receiving considerably more complaints from customers about their purchasing experience.

RESOURCE C**Causes of dissatisfaction with mobile app**

The world of mobile apps is an exciting one, where media headlines are filled seemingly

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

to repeat the experience.

Source (adapted): www.apptentive.com/blog/2016/12/20/mobile-app-churn-causes-warning-signs-and-prevention.