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March 7, 2024

### Second Concept Paper

Advertising effectiveness is a method of reaching potential customers and gaining their interest into our services. Our workforce understands the importance of how effective advertising/signage is to the success of our business. Signs are an effective way to grab the customer's attention. Our signs are placed at the front of the store and whenever customers are to walk inside. They can view all products and services that we provide, thereby potentially getting their interest. Our online services are another effective use of advertising. Our business has recently rebranded, including our ecommerce and mobile app. Both show the same products provided in-store, with the convenience of shopping online and our heavily promoted Rewards Program. The Rewards Program is advertised through word of mouth as well as small pamphlets given to customers at the end of a transaction and by our App.

Gatekeeping involves a set of rules/procedures to achieve organizational objectives. Our establishment sets these rules in terms of work procedure, attitude, ethic, and responsibility. I was one to abide by all of these norms the best that I could. When I am tasked to complete an objective given to me by my managers or supervisors, I understand that I am obligated to do so, and as such, complete my task. I also felt to act in a welcoming and friendly manner to customers who enter/exit the store, whenever they need assistance, and when a transaction is in order. I would try to be as polite with the customer as possible, even when facing hostility, as I see myself as obligated to do so. I give the same sense of respect towards my managers, supervisors, and coworkers whenever interacting with them. My managers/supervisors get the utmost respect

from me as I am obligated to show them that respect to ensure their trust in me and to prove myself capable of my job to them.