**RECOMMENDATION**

Based on the findings and conclusion presented, the following recommendations are suggested:

1. Improve marketing strategy as it is the most important thing a certain business should have. According to Sherman (2022), having a marketing strategy is similar to having a road map (or a cheat sheet). It will show the steps that the company is taking to achieve its specific aims and goals.
2. Utilize all resources to gain more profit in terms of;
   1. Utilize market strategy in selling online, and in the physical store. Trafsys.com (2022) called this “Buy Online, Pickup In-Store” (BOPIS). According to the same author, this smart strategy provides shoppers with the convenience of purchasing online as well as the speed of retrieving their purchases at no additional charge and faster than waiting for a package in the mail.
   2. provide paid advertisement such as boosting posts, collaboration with trend artists to promote products.
   3. Implement programs and events. Customers want more than just a place to eat and shop; they want to have an experience. This will increase mall traffic by dedicating spaces and hosting events that provide entertainment to the customers (trafsys.com, 2022).
   4. Implement Wi-Fi hot spots. According to the trafsys.com (2022), one way to boost shopping mall foot traffic is to create a Wi-Fi café or multiple hot spots that promote a quiet haven for the growing work-from-home workforce or constantly connected mall visitor. You could offer snacks and drink choices that can be purchased while they check their email or reply to messages.
   5. Implement a discount strategy. urgency to your customers' purchasing journey. As a result, you'll most likely see an increase in purchases during the duration of your offer (Beatriz Estay, 2022).
3. Be firm in your market strategy, and make sure to follow standard procedures in serving products/items. This will guide workers and reduce the possibility of missed steps or other errors affecting the finished product's quality (QuickBooks Canada Team, 2016).
4. Maintain a neat and clean facility. According to Ian Pearson (2022), a clean and tidy work environment looks appealing and more importantly welcoming to any potential customers. Pearson also stated that a clean workplace implies superior, high-quality products and services. And it makes no difference what you do for a living, whether it's serving food, doing taxes, or selling furniture. A potential customer will undoubtedly judge your entire brand based on how your office space looks and feels, including any products and services you may offer. Pearson also stated that a clean and orderly workplace boosts morale and makes employees more productive. Thus, a clean and neat facility will give a positive impact to your customers and employees.

Author: trafsys.com  
Year: 2022   
Link: <https://www.trafsys.com/how-to-boost-mall-traffic-with-a-consumer-centered-retail-strategy/>

Author: Beatriz Estay

Year: 2022

Link: bigcommerce.com/blog/customer-discount/#customers-genuinely-like-shopping-discounts

Author: Ian Pearson

Year: 2022

Link: <https://www.zippia.com/employer/5-reasons-clean-workplace-good-business/>

Author: QuickBooks Canada Team

Year: 2016

Link: <https://quickbooks.intuit.com/ca/resources/running-a-business/importance-and-benefits-of-standard-operating-procedures/>