

The background is a solid dark blue. On the left, there is a large, light orange abstract shape with several small, dark blue oval spots. On the right, there is a light blue abstract shape. At the bottom left, there are dark blue, leaf-like shapes. At the bottom right, there is a purple abstract shape with several small, light blue oval spots.

A Project with Maribyrnong City Council

"Adopt A Shop"

Professional Internship BBB7000

Reflective Report

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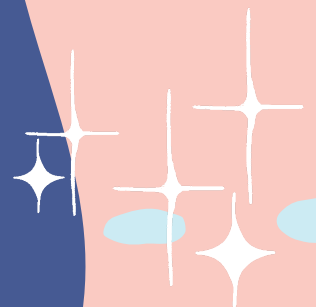
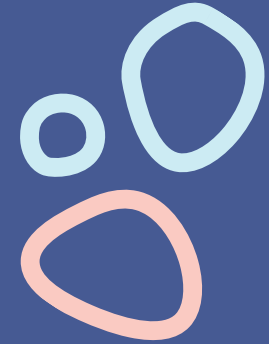
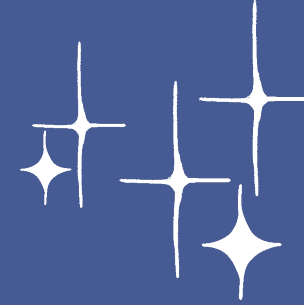


Project

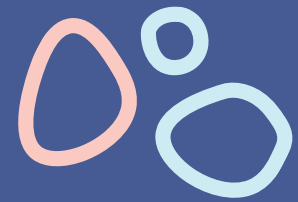
- **Project:** A partnership between Maribyrnong City Council and Victoria University
 - **Interest:** Strengthening the economic viability of Footscray area
 - **Initiation:** In response to COVID-19 restrictions on trade
 - **Activity:** Involve in a one-on-one connection with the business owners and managers
 - **Method:** Physical visit, telephone call, emails and zoom meeting
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Problem

- Restrictions caused by the COVID-19 outbreak
- Slow down the economy and viability of the Maribyrnong City affected by the pandemic
- Substantial reduction of in-store shopping and the revenue of the retail shops
- Shut down the businesses who are not able to afford and keep paying the rent and staff wages and cover the expenses
- Most of the retailers don't have any online presence to connect with their customers or reach the potential customers
- Around 75% loss has been recorded in the gross benefit of the shops
- Merge Fashion is one of these retailers who has been affected by this crisis



Objective



- Create sustainable market share for the growing up years
- Meet people's requirements in lock-down
- Create revenue in short term and grow the business in long term
- Create an appropriate online marketplace to promote the products
- Reach and connect with the previous in-store customers
- Encourage the customers to shop online
- Define and reach target audiences and potential customers online
- Recommend appropriate online and offline marketing strategies
- Manage customer relationship over the time digitally through E-commerce
- Attract the customers to shop in-store after the crisis



Merge Fashion Story

Anna is the business owner of “Merge Fashion” shop. She sells women's clothing for more than 13 years in Footscray mall.

Before Covid-19 pandemic, she earned a high revenue following the support of loyal customers who came from Footscray and the connected suburbs to buy her unique products. . She supplies women's clothes suitable for various size, age, culture, and religion. She offers affordable and competitive prices in the area as well as many seasonal discounts.

After the Covid-19 pandemic, she faced a 75% loss in profit. The business is closed in the current situation and not able to cover the expenses, even after earning a 25% discount from the landlord and Jobkeeper payment from the government.

She didn't collect the contact details of her customers in the past. She doesn't have any online presence to connect with her customers or reach potential customers. She worries about her business and need assistance to create revenue and grow her business.



Strategic Roadmap



1. Situational Analysis

- Company
- Customer
- Competitors
- Collaborators
- Climate / context

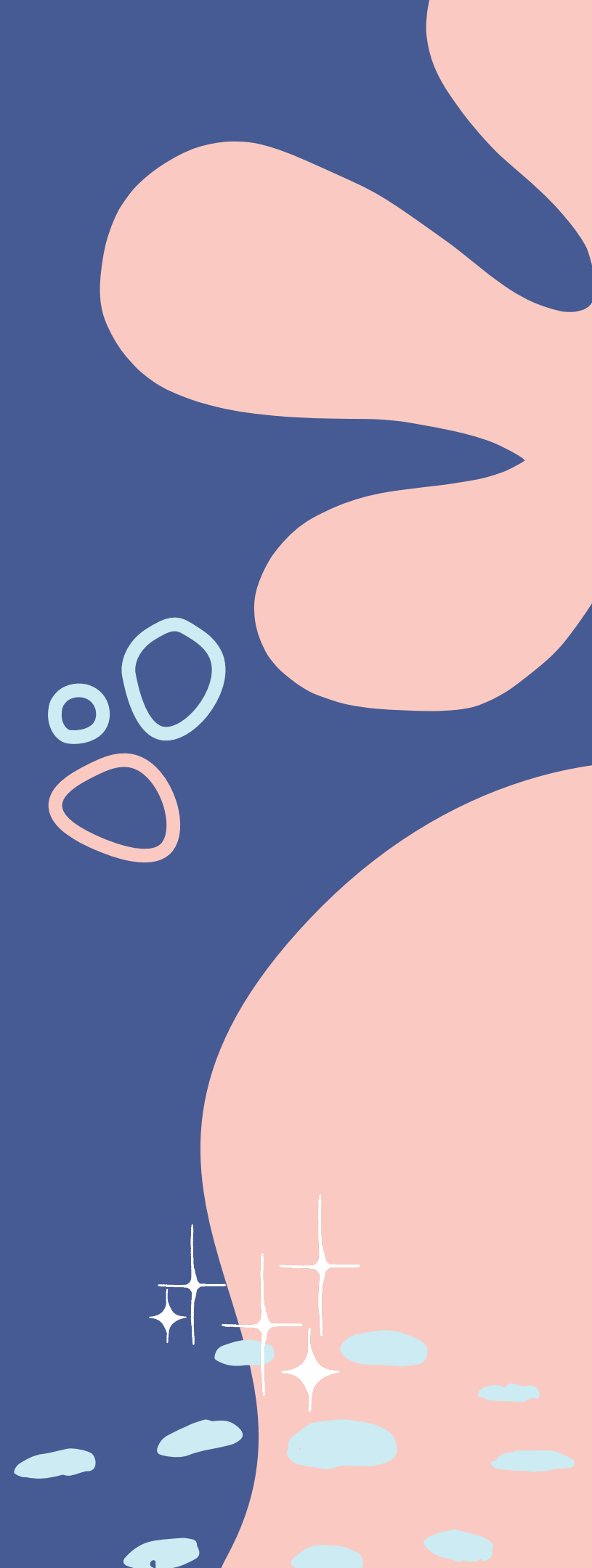
2. Capability analysis

- SWOT

3. Define user personas

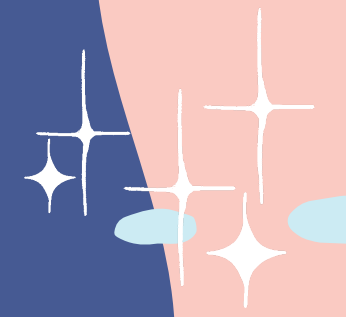
4. Performance development

- Online / offline marketing strategies
- Short term / long term tactics



Critical Reflection

1. Lack of a budget plan
2. Lockdown restrictions
3. Lack of proper communication
4. Language issues
5. Lack of sufficient information
6. Lack of feedback from the owners



My background



Education

- Master of Digital Media
- Internship in Digital Marketing
- Bachelor of Science
- Diploma of Business and Commerce
- Certificate II in Customer Engagement

Work experience

- Business owner of a trade and marketing company
- More than 15 years of sales and marketing experience
- Business developer of more than 10 SME companies
- Local and international domain

My achievements

- Use multichannel marketing in the retail industry
- Focus on a community to provide clearer guidelines
- Build individualized approach
- Use difficulties as opportunities
- Practice in a real world in Australia
- Practice cooperating with the government
- Raise self-confidence
- Practice being a good listener
- learn empathize with people
- Learn to work remotely
- Learn teamwork with diverse people from diverse industries in one project
- Use combination of past experience in a new field
- Better understanding of retail industry
- Satisfaction when help people in difficult time
- Mind changing for the future plans

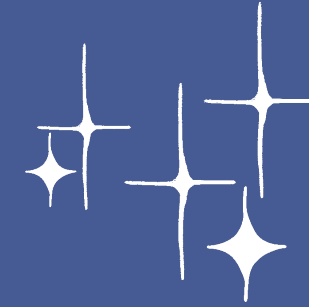


My future plan

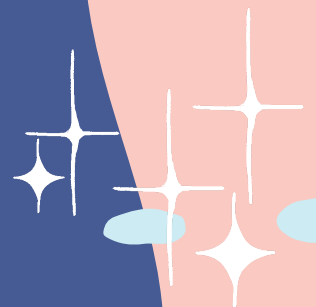
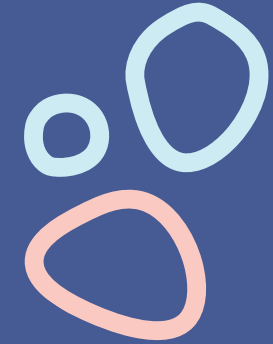
- Social media analytics
- Conduct survey with the business owners
- Conduct surveys with the customers
- Conduct face to face interviews with the customers, government managers and business owners
- Establish and register a marketing consulting firm
- Focus on retail industry
- Prepare a project proposal for Knox City Council



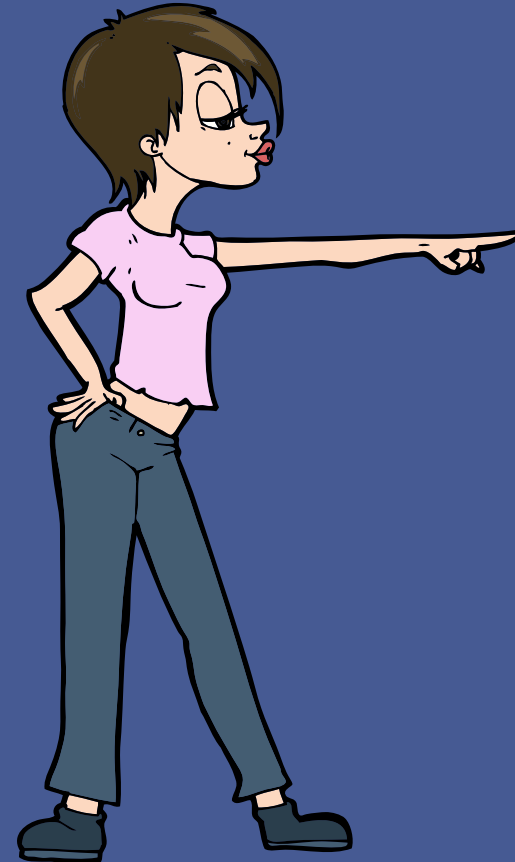
Conclusion



1. Customer is king
2. Empathise with them
3. Build reliable channels to communicate with them
4. Create flexible and effective connection with them



Contact for any question



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