

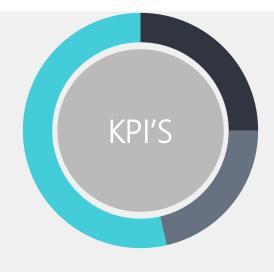
### **ACTION PLAN**



Achieve Target for both short term and long term



- o possible stakeholder react
- who effect by implement action plan



- Action effect on KPI
- Keep track and monitor change
- Perform post-implementation evaluation and subsequent analysis

#### **ACTION PLAN**



- I. Identify reason for deduction of purchase
- II. Suggestion feasible solution/action which increase profit



- I. Analysis the distance between food court and play area related to profit (45%)
- II. Analysis the effect of policy change for pass-holders (35%)

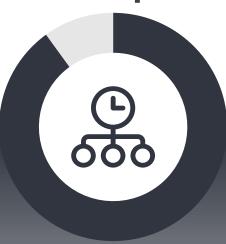


### Stakeholder

- Concierge Manager
- Business Manager
- Food Manager
- Facility Manager
- Children Programming Manager
- Season pass holder
- Regular pass holder

# **Distance**

# Shop



- reduce delay -> reduce waiting line and meal waiting time to increase customer
- reduce obstacle in shop -> help customer more focus on select food
- 3. keep the amount of spend of food compare to other activities

#### **Fence**



- reduce barricade -> help customer quick access to food zone
- Increase pathway -> put sign help customer identify the zone

#### **Character Event**



- Increase entertain -> set up character event in different location and time in order to increase time of customer stay longer in park
- 2. Provide serve meal -> provide meal while they watch character even to attract more customer

## **POLICY**

Reserving is one of the first ways that new customers will engage with your restaurant. Online reservations **INCREASING** In-store messaging should will make the customer experience **INCOME** make the customer feel like more satisfactory as it is easier and they're part of the journey Stellar faster for your diners. It will also rather than a bystander help you optimize tables **Customer** customer **Feedback** service <u>Ģ</u> ⊗ 222 <del>- 1</del> **Easy In-store** Reservations messaging making your customers Customers may not always feel welcome and cared spontaneously tell you what they for from the moment they think and feel about their dining step in the door to the experience. Yet your customers are time they leave is critical in an incredibly valuable source of terms of how they will information about what you are experience your restaurant doing right and wrong.

