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Data Modeling & Simulation

Project 0

Fish Store Simulation

Aquarium stores provided an array of tropical and exotic fishes for both casual to advanced fish owners. Aquarium stores help make it more efficient to own and being able to manage the daily needs in owning a fish(s). This essay will be talking about how to run a fish store, this includes knowing how to feed and care for fish, plants, receive shipments, good customer service, offer delivery, and lastly special orders. It is further explained what type individual you have to be in order to run a fish store “Attention to detail and a commitment to maintaining a pristine, yet attractive storefront is also crucial in building a customer base that will return. Of course, the successful pet fish store owner will also have a solid understanding of good business practices.” (Truic). This further shows what kind of mindset you have to in order to run a fish store and what is needed to run a fish store.

The first thing that will needed to be discussed is how to care for the fishes and plants that you are trying to sell to customers. Let’s imagine a scenario you have already fully functional tanks. How would you care for the plants and fish in the tank? Let’s start of for caring for aquatic plants, the first thing you would need is having a selection of plants from whomever is your supplier for aquatic plants. You want to also make sure that you have the proper growing substrate for the aquatic plants so that they are able absorb nutrients. Another thing is having the proper lights in order for the plants to be able to get sunlight that plants need in order to survive, so you will need a broad spectrum led lights and be able to have lights that

are strong enough since different plants have different needs. The next step is adding nutrients that plants need in order to be able to fully function. After a week or two you can test the water with the water master testing kit before you add fishes.

The next step in owning a fish store is having fish to sell to customers but in order to be able to take care of the fishes. One of the first things is to make sure to keep your tank water in pristine living condition for your fish by making sure nothing decomposes and doing weekly or biweekly water changes in order to prevent any disease or loss of profit. Also, when you receive shipments be able to acclimate your fishes that you receive so that they are able to adjust to the temperature of your aquarium. During the time and days before you sell the fish you must make sure to alternate the fish food that you feed especially depending on their diet in order to ensure that the fish you are keeping receive a healthy diet. All things considered these are important things to keep in mind in maintaining the stock of stuff that you need to be able to run a fish store.

Besides maintaining fishes and plants that you sell in your store it is also important to take note of the inventory that you have. For instance, “Your company may also rely on inventory control systems to assess your current assets, balance your accounts, and provide financial reporting.” (handshake). This means you have to be organized and be able to keep up with what comes in and out of your store. It's good that you sold stuff but what of the merchandise that you did not sell or supplies you are running low of? Creating a spreadsheet will help you as a owner be able to visualize what is needed to be ordered and delivered in a week or two. In the long run this will help to be a successful business owner of a fish store.

Additionally, having good customer service is one of the key reasons on being able to be selling your fishes and/or fish supplies. Having well trained staff and management will make

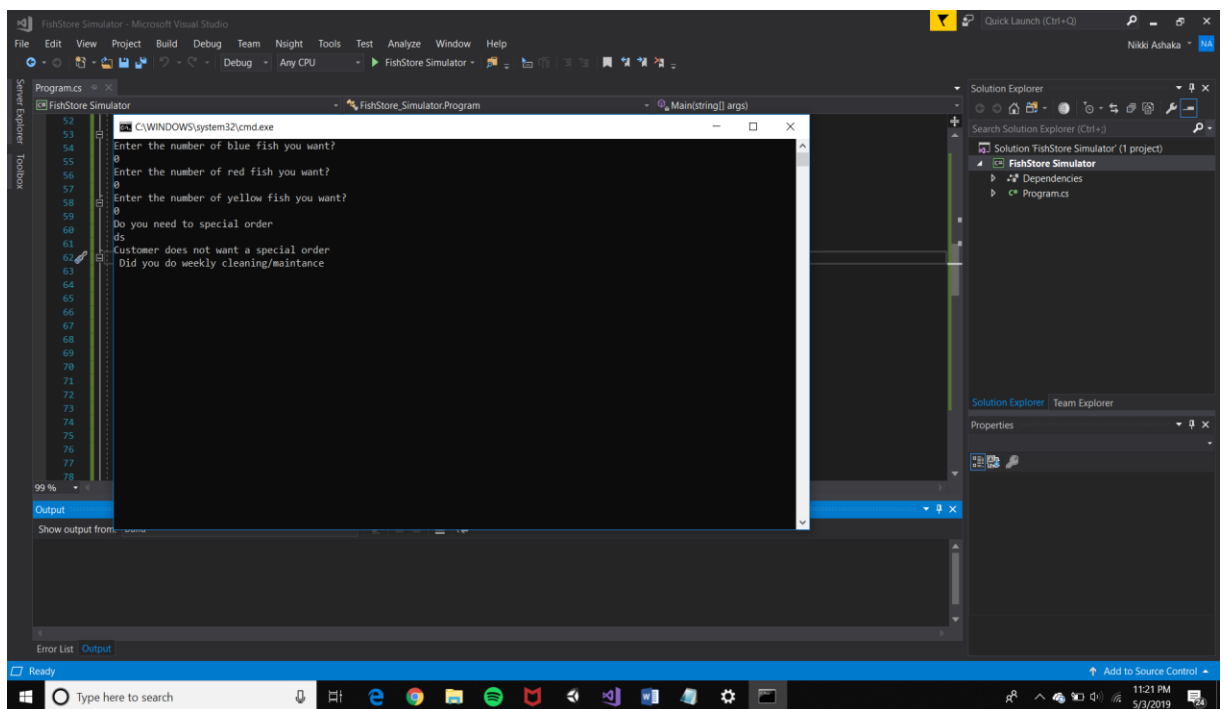
customers want to keep coming back and give word of mouth advertisement which will bring even more business. One aspect to utilize as important skill is to “Get to know your customers, remember their names and previous conversations. If needed, make a note of what was discussed previously so you can refer to it the next time you meet.” (Macdonald) You want to familiarize with your customers letting the customer know that you remember their preference lets them know that you care and willing to inform them if they have any questions. Another thing that will increase your sales is if you offer delivery to help set up a tank or equipment that the customer has purchased and being able to do special orders for customers if there looking for a particular fish. As an owner you should be able to ask your supplier to put you down as for something to deliver to your store and be able to inform your customer when their special order would most likely arrive. For all those reasons it is good to keep in mind when running a fish store .

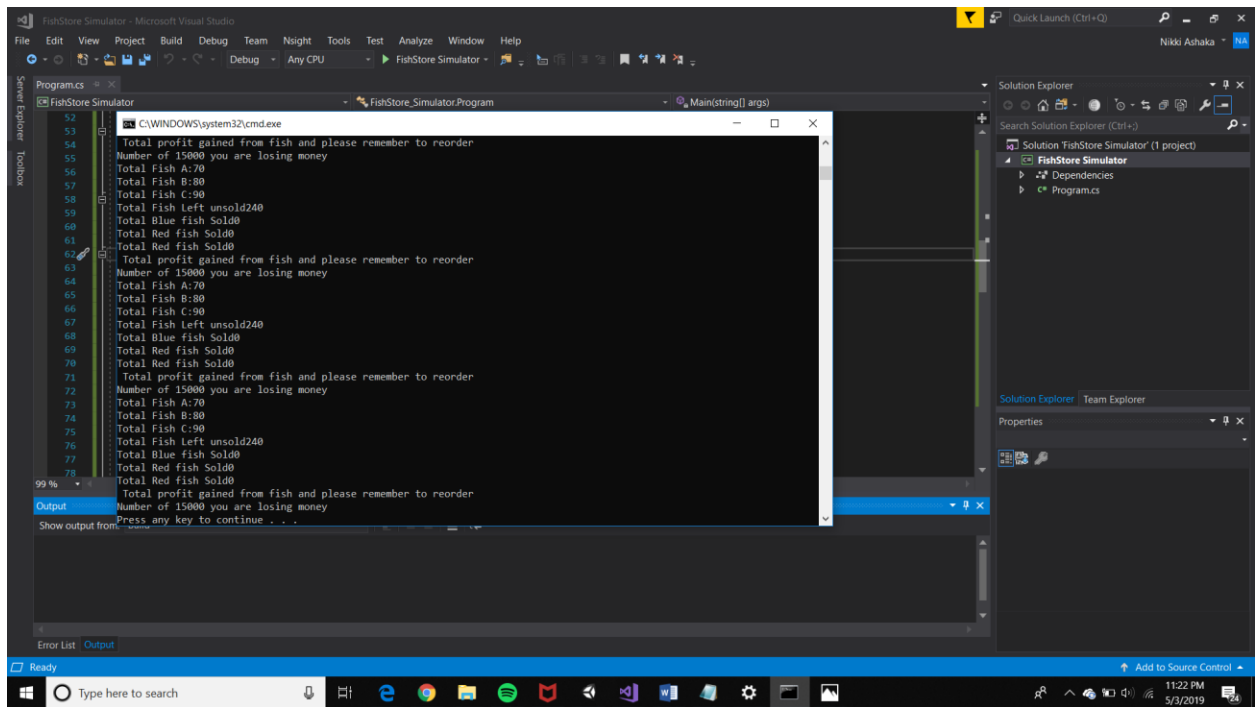
After conducting some simulations if you were to run a fish store there were some key variables I made sure to look into to start of my scenario such as the number of how much fish being sold , if the tank is being kept clean, which fishes are being sold, and are you gaining any money. The first scenario I started out with is if you were making any money and if you were to input just zero for all your questions that need numbers and random letters instead of the key codes for the cleaning and if the customers didn't want to special order. In this scenario your most likely to have to close your business since you didn't make any money and your fish that you want to be sold have most likely died from sickness.

The second scenario is that you actually made money from whatever customer is demanding of you at the time and that the customer just wants the fish that you sell in store but no order special fish, but you did clean the fish tank. The outcome of this scenario is that you didn't earn that extra bonus from the customer special ordering a rare

or unique fish that you do not have. However, you still earned the money and your business gets to survive another gruesome business game and you gained profit in this scenario. The third scenario is like the second scenario except you earned the extra bonus of the special scenario. Which means you earned the extra money from special ordering the fish which means you gained extra profit.

Without any profit:

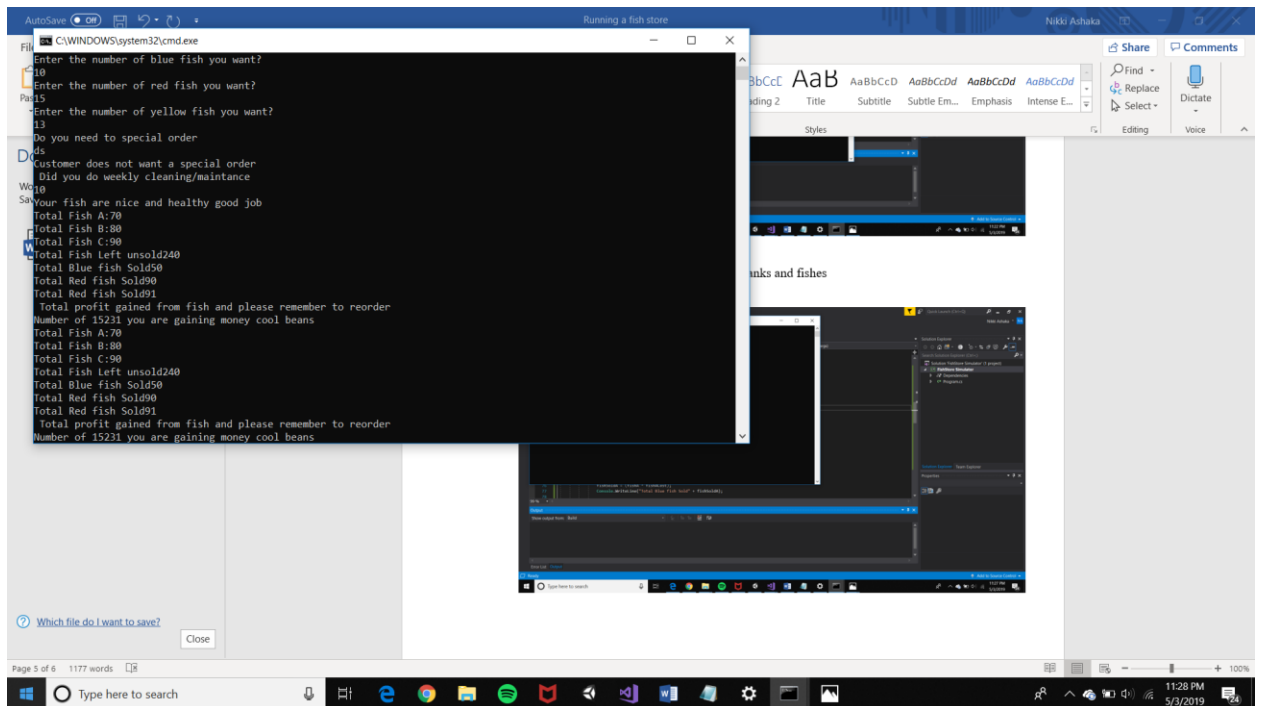
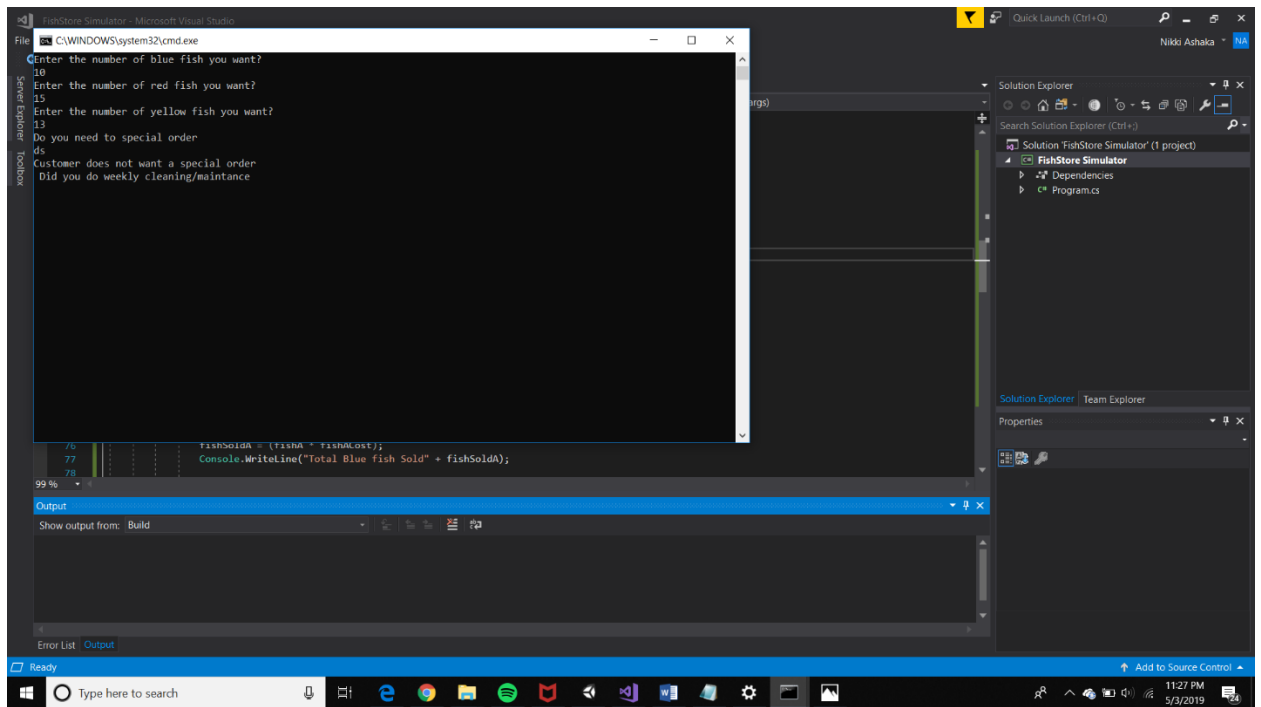




```
52 C:\WINDOWS\system32\cmd.exe
53
54 Total profit gained from fish and please remember to reorder
55 Number of 15000 you are losing money
56 Total Fish A:70
57 Total Fish B:80
58 Total Fish C:90
59 Total Fish Left unsold240
60 Total Blue fish Sold0
61 Total Red fish Sold0
62 Total Red fish Sold0
63 Total profit gained from fish and please remember to reorder
64 Number of 15000 you are losing money
65 Total Fish A:70
66 Total Fish B:80
67 Total Fish C:90
68 Total Fish Left unsold240
69 Total Blue fish Sold0
70 Total Red fish Sold0
71 Total Red fish Sold0
72 Total profit gained from fish and please remember to reorder
73 Number of 15000 you are losing money
74 Total Fish A:70
75 Total Fish B:80
76 Total Fish C:90
77 Total Fish Left unsold240
78 Total Blue fish Sold0
79 Total Red fish Sold0
80 Total Red fish Sold0
81 Total profit gained from fish and please remember to reorder
82 Number of 15000 you are losing money
83 Press any key to continue . . .
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Recommendation: Based on this following scenerio if the fish store owner is not making any profit from not maintaining his stock he would not most likely not last long in this business.

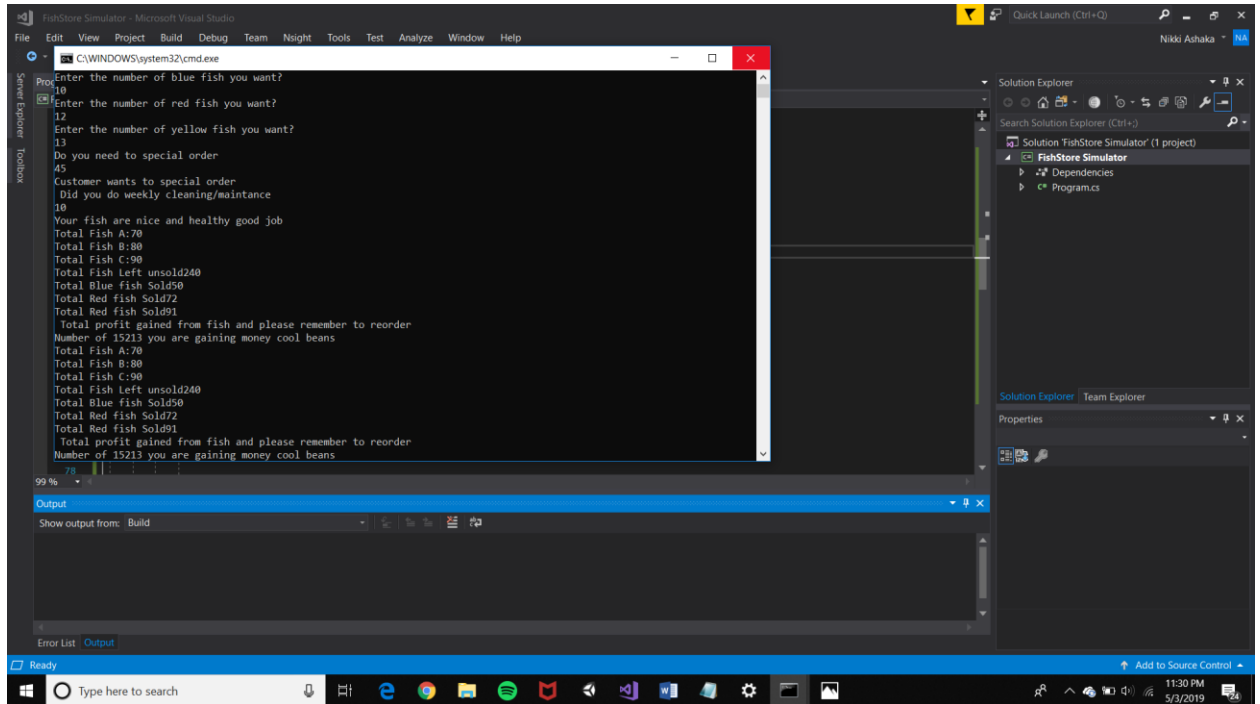
With profit but no special orders and clean tanks and fishes



Recommendation:

In this scenario you would still do well based on the research that I conducted you just would not earn extra profit from selling special ordered fish.

## Full Possibilities



```
Enter the number of blue fish you want?
10
Enter the number of red fish you want?
12
Enter the number of yellow fish you want?
13
Do you need to special order
45
Customer wants to special order
Did you do weekly cleaning/maintance
10
Your fish are nice and healthy good job
Total Fish A:70
Total Fish B:80
Total Fish C:90
Total Fish Left unsold240
Total Blue fish Sold50
Total Red fish Sold72
Total Red fish Sold91
Total profit gained from fish and please remember to reorder
Number of 15213 you are gaining money cool beans
Total Fish A:70
Total Fish B:80
Total Fish C:90
Total Fish Left unsold240
Total Blue fish Sold50
Total Red fish Sold72
Total Red fish Sold91
Total profit gained from fish and please remember to reorder
Number of 15213 you are gaining money cool beans
```

## Recommendation:

In this situation you would be making the most possible money out of this situations you just based on my research I did not account for loss of money for maintaining fish due to trying to keep it simplified since the price can vary . I also took in account for the fact even though I researched for plants too I took in account that it would be similar outcome that the store owner would face.

Websites and Articles used:

[www.google.com](http://www.google.com)

<https://www.superoffice.com/blog/five-ways-to-deliver-excellent-customer-service/>

<https://www.handshake.com/blog/what-is-inventory-control>

[www.wikihow.com](http://www.wikihow.com)