**Vincent miruka**

**4. Because no one can change the past, what would you suggest Greyhound do now to solve its problems?**

**a) Focus on the safety of bus travel over air travel**

Focus directly on the safety benefits of bus travel as compared to air travel. This would tap into people’s current fears and may be very convincing.

**b) General market program**

Begin with thorough marketing plan with aim of informing potential customers of the benefits of bus travel. The marketing campaign would focus on the safety of bus, the low cost and benefits to the environment. The benefits of this is that the marketing campaign would reach a large of potential customers. The customers could be ones who have never considered bus travel and would reach people who may use travel for business, personal or holiday reasons. A broad marketing campaign to create awareness would show people that there is an alternative type of travel. It would allow the Greyhound to compete directly with air travel as well as with people’s own automobiles.

**c) Do not react to current Circumstances**

Instead of reacting to current Circumstances continue as the company was before. The benefits of this is that it is less disruptive both for the immediate learn and in future. This will also mean that the company will not be forced to make quick decisions that the major changes in a short time, but instead can proceed cautiously. The main drawback of this option is that the opportunity that the environment affords is not taken advantages of.

**d) Develop a plan to retain Customers.**

Develop thorough plan to retain customers. It is recognized that many customers may try the Greyhound services, if Greyhound can ensure these people are satisfied enough to use the service again, the current environment will be put to good use.

**e) Focus on Holiday Travel**

Greyhound to focus specifically on providing holiday travel packages. With decrease international travel there will be an increase in domestic travel. Greyhound is well placed to tke advantage of this. This solution would involve marketing to consumers and also expanding the Greyhound Travel Services. It would involve expanding the range of travel packages and location available. The benefits of this is that Greyhound as a Holiday alternative would be introduced to people.