

I did customer survey in Hurstville Westfield Shopping mall.

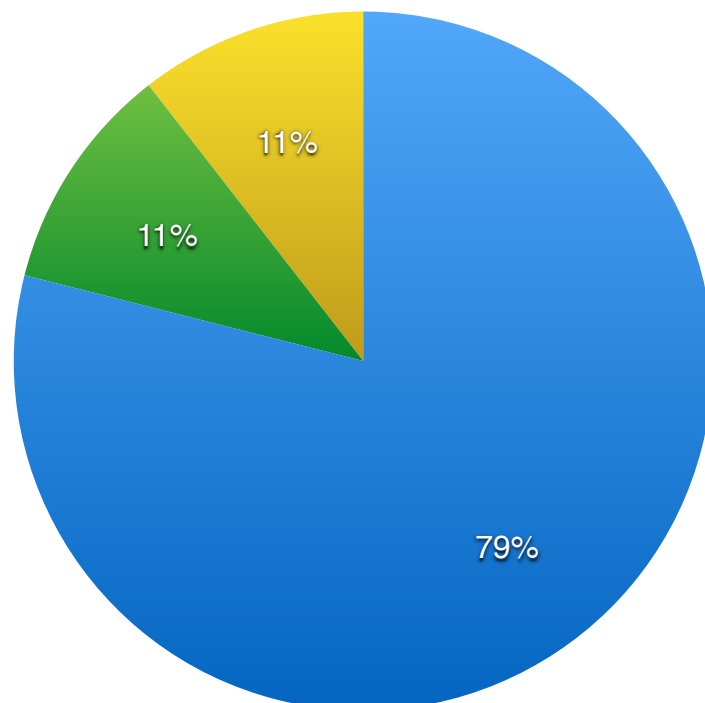
Gender	Number of customers
Female	11
Male	7

Age group(years old)	Number of customers
20 to 35	8
40-70	10

1.Why have you came to Westfield today?

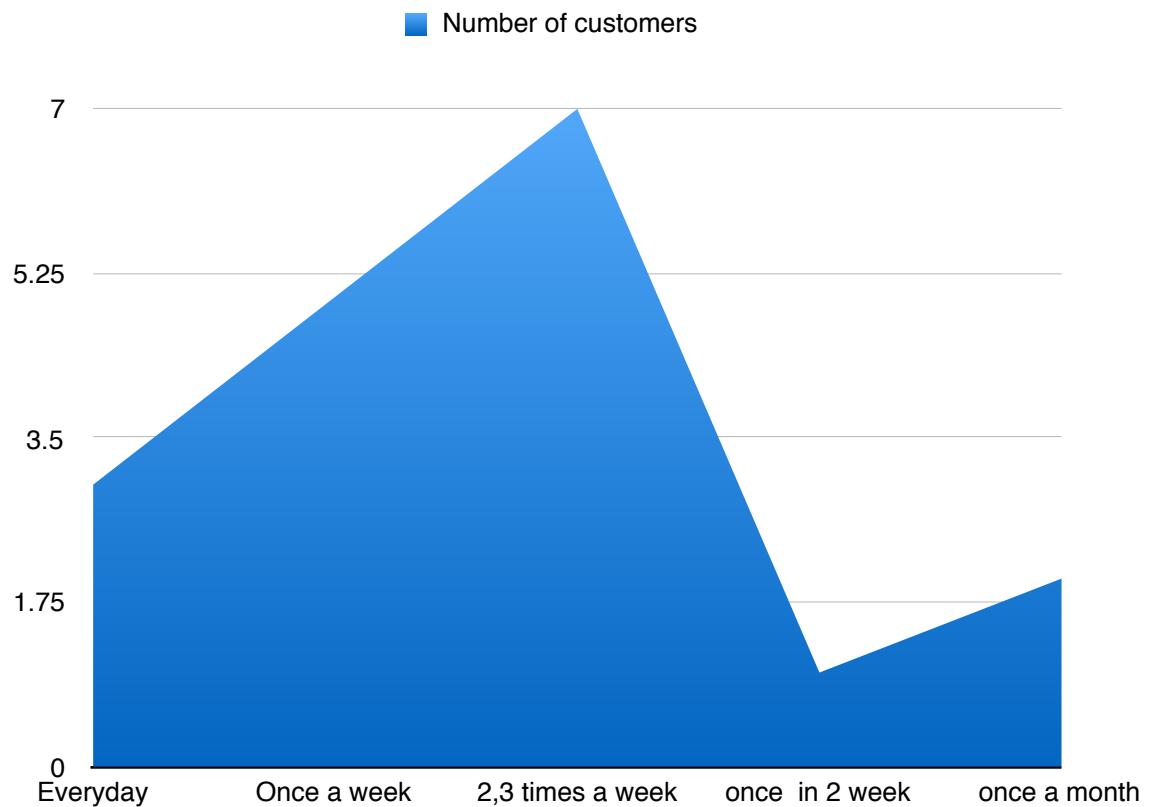
Reason	Number of customers
For shopping	15
For meeting friend	2
For food	2

● Shopping ● Meeting Friend ● Food



2.How often do you shop in Westfield and at what times/days do you come?

Period	Number of customers
Everyday	3
Once a week	5
2 or 3 times a week	7
once in 2 week	1
once a month	2



Conclusion: Mostly they come on weekend around lunch time .

3. In which shops you do shopping and what type of products you purchase?

Name of shops:

Target, Kmart, ALDI, Woolworths, SCS, Laser clinic, Massage, Food court, McDonald, Pharmacy, Nail service, Adidas, 1 dollar..

Type of products:

Cloths, Shoes, Fashion, Jewellery, Fashion, Toys, Food, Home decoration, Furniture, Food, Baby wipes and nappies, Customer service

4. How do you get to Westfield?

Mode of Transport	Number of customers
Car	11
Public Transport	7
Walk	4

5. What do you like/dislike about shopping at Westfield?

Likes	Dislikes
Variety of shops	No seating arrangement for resting
Undercover shopping	Busyness
Get everything in one hand	Finding Parking
Fast food shops, Variety of food	Very crowd on Sunday at parking area
Close to Hurstville Residents	Not too many shops
Nice cookies	No trolleys in shop (especially Christmas)
Multicultural shops	Waiting for lift longer time
Plenty of stores	Roam around

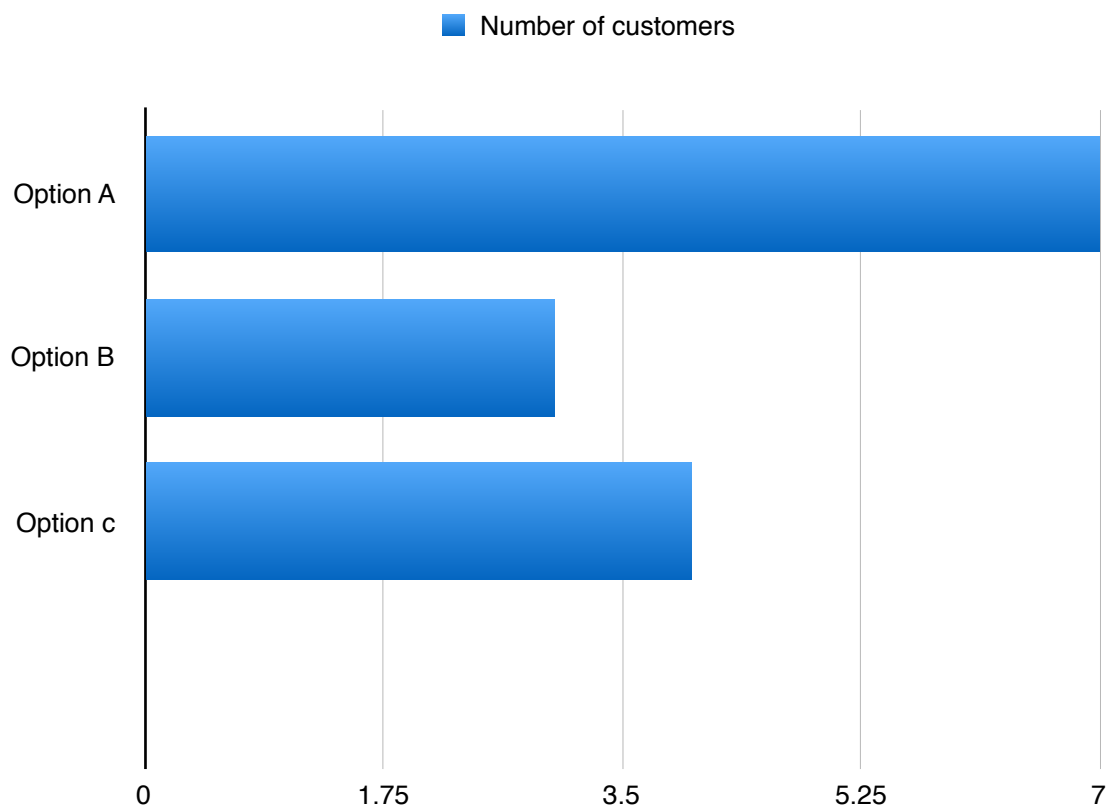
6. What would encourage you to stay longer in the centre?

Wi-fi, Less crowd, Good food places, Food variety, open area food options, More seating arrangements, nice music, Cheap prices, Easy way to access parking, More toys and fun things for kids in children entertainment section.

7.If you drive to Westfield, which statement that describes you when choosing a parking entrance.

- a.I choose the entrance closest to the shops I need even if it takes longer
- b.I choose the entrance nearest to the road even if I have to walk further
- c.I choose the entrance where there are always parks even if I have to walk further

Option	Number of customers
option a	7
option b	3
option c	4



8.Which statement best describes you when looking for a parking space at Westfield?

- e. Get the closest park to the entrance near the shops even if it takes a bit longer
- f. Get the first available park even if I have to walk further
- g. Get a park as close to the desired entrance without having to wait in line
- h. Drive straight to the area with the best parking spaces - I am feeling lucky!

Option	Number of customers
Option e	4
Option f	4
Option g	2
Option h	4

9. List of problems customers are facing in Westfield?

1. Have to wait for longer time
2. Need for games and entertainment things for adults
3. Less seats of resting
4. Hard to find parking
5. Too much traffic outside mall (getting entry in shopping mall in Christmas)