Write down a bad/poor personal experience as a retail customer and then write how the retailer in question could use the Gap Management framework to mitigate the problems you faced.

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**Poor personal experience as a retail customer:**

5 months back, I was looking for a new 6/128 (at least 6 GB RAM, 128 GB memory and 90 Hz refresh rate) phone because my old phone was lagging too much. My price range was 25,000 to 30,000. A careful purchase decision is required as smart phone market is quite competitive in this price range. After a good online search on best value-to-price phones in my price range, I shortlisted 3 phones infinix note 10 pro, redmi note 10 and tecno camon 17. I ranked infinix phone as my top priority due to its best gaming experience featuers in under 30,000 phones.

But infinix phone was short in the offline market even after 2 months of launch. Even in Rawalpindi and Lahore, only a few major smart phone retailers had infinix note 10 pro’s stock. At last, I waited for 3 weeks to purchase infinix note 10 pro. After purchase, I was satisfied with other features. But the charging speed was not 33w, as promised. It was charging at the speed of 25w on 5000mAh battery.

**Mitigation:**

The gaps which I identified are knowledge and standards gap. Infinix focused too much on the promotion of its 2021 best phone in competitive price range but failed to make its timely availability in offline market. Online phone purchase is not common in Pakistan. 70-90% of the customers are offline market purchasers. Generally, phones are launched in offline market after 2 weeks of the online market launch. Infinix launched it too early in online market to compete with the mid-range king of redmi. Infinix promoted it too much and then created market shortage to make an artificial surge in demand. But in this attempt of boosting demand, infinix lost its customers who were waiting for note 10 pro. Through discussions on online forums, I discovered that many mid-range phone customers bought redmi or tecno phones due to timely unavailability of infinix phone. Brand loyalty is a key element in phone purchase. That lost customer segment will not buy infinix phone again due to the bad waiting experience of one time.

Second dissatisfying purchase element was its charging time. Infinix promised to provide 33w fast charging. But its battery was taking time of 25w for a full charge. Though search on online forums, I find out that due to large display and IPS panel note 10 pro charging time was more as compared to a standard 33w charging phone. Infinix should have mentioned charging time along with 33w fast charging label to avoid customer dissatisfaction.

What infinix Pakistan could have done, is to delay the online phone launch for at least 3 weeks. Tecno delayed launch of its 2021 best mid-range phone, pova2, for 2 months. That delay benefited tecno as it did not break its customer expectations. Before using ‘artificial demand’ technique, infinix Pakistan should have performed customer survey. There was no need for creating shortage in offline market, as the mid-range customers were too excited for note 10 pro launch due to its gaming experience. I have seen realme doing social media polls in its official facebook group to know about customers preferences. Infinix could have done the same. If infinix managed an active official facebook group like realme, it would have known the customers’ opinion about the note 10 pro.