

The Situation Statement

"Beta T.B" is a company for delivering orders and products and one of the best companies in delivery and ensuring product safety and on-time delivery. However, in the recent period, its reputation has begun to decline due to the delay in delivering orders and the large number of orders in exchange for a smaller number of workforce.

The Problem

Beta "T.B" faces a sales decline due to the large number of orders, lack of workforce, failure to plan how to arrive on time, and many other reasons, this led to shipments and orders not arriving on time, or even not accepting delivery of some products due to lack of workforce.

The Effect

These issues led to customers being dissatisfied with the service and leaving and not using "Beta T.B" company and using other companies.

The Impact

The company was not the same as before, and the users became few, and former users started share their feedbacks about the company on social media and saying that it is miserable and its service is bad, which led to the company paying compensation in order to regain its reputation, but if the company does not solve this problem soon and quickly, it will be sad. It may be closed in the long term.