To: Al Fresco’s headquarter  
From: Felix Schneider  
Date: 10th February 2023

Subject: Problems at Al Fresco’s

# Introduction

Due to customers’ complaints about certain aspects at Al Fresco’s in Austria, solutions to improve the satisfaction of our customers need to be found. The source of this report is a customer survey conducted by Austrian’s Al Fresco’s marketing department.

# Reasons for complaints

In Austria there are problems caused by a labour shortage and by the fact that there are often suppliers delivery delays. Therefore, many best-before dates of products expire during transport. As a result, people are unsatisfied. Moreover, the overall speed of our labour force is too low.

# Customers’ expectations

The survey was principally based on the question what customers expect from a supermarket in order to find out what could be improved. The result shows that over 85 percent of individuals expect a supermarket to provide fresh products at any time of any day and, moreover, almost 75 percent want to have the privilege of shopping in a tidied up and clean store.

# Recommendations

It is highly recommended to provide training specifically for supermarket staff. Moreover, an easy-to-read to-do list should be drawn up showing what work needs to be done. This would improve the cleanliness of the supermarkets. Someone also needs to organise the suppliers better because the delivery times are chaotic.

* 224 words