## 18 Lecture - CS504

## **Important Subjective**

Q: What were the challenges faced by Connie's Convenience Store? A: Connie's Convenience Store faced challenges such as declining sales and profits, overstocked inventory, and increased competition. Q: How did Connie's Convenience Store address the issue of **declining sales?** A: Connie implemented strategies like offering free home delivery to attract more customers and increase sales. Q: What measures did Connie take to manage the **overstocked inventory?** A: To address overstocked inventory, Connie offered clearance sales to clear out excess stock. Q: How did the implementation of home delivery impact the store's sales? A: The implementation of home delivery resulted in increased sales for Connie's Convenience Store. Q: How did technology contribute to the improvement of the store's **operations?** A: Technology played a role in better inventory management, helping the store to streamline its processes. Q: What steps did Connie take to retain customer loyalty? A: Connie focused on improving customer service and staff training to enhance customer loyalty. Q: How did Connie's store differentiate itself from larger supermarkets? A: Connie's store differentiated itself by offering unique products and providing personalized service to customers. Q: What impact did the customer service improvements have on customer satisfaction? A: The customer service improvements led to increased customer satisfaction and loyalty. Q: How did Connie manage the competition from larger supermarkets? A: Connie's store focused on its strengths, offering unique products and personalized service to stay competitive. Q: What lessons can be learned from Connie's Convenience Store case study? A: The importance of offering unique products, providing excellent customer service, and staying competitive in a challenging market.