

# 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.