

Realistic and through recommendations on how your chosen organisation could improve its quality expectations, with an explanation of the changes the recommendations would bring out.

Delivery Vehicles

If Asda realistically wanted to better their quality standards then they could hire and train more drivers to handle deliveries. This is because the lack of drivers will slow down the amount of deliveries that can be delivered. So it is ideal to invest in at least two or three new drivers. This will mean there will be more expenditure, as Asda will have to invest in at least one more van but it will prove beneficial as customers will get their order in time without too much fuss. If Asda was to hire the extra deliverymen then it could prove quite costly and shifts may have to be altered, this could mean that some workers will get some days off and some people can do day and night shifts. All this will prove beneficial in the end because Asda will know that their customer's orders will arrive on time. This will help Asda gain more of a surplus and more customers.

Here are some changes and recommendations that Asda will have to make if more drivers are hired:

- More Vans – this could mean more orders can be delivered to customers without too much hassle
- Shifts – this will mean some workers will have to run less shifts and they can use the time off as a way to recharge themselves for the next day or to spend time with their family.
- If more drivers are hired then this will require much more staff training but this will prove to be beneficial, as it will help work out ways on how to travel around certain areas and the easiest routes to take.

Workers might be given set times and if they do not come back within that certain time then they are losing valuable time. Asda do not have to invest in big vans as there is a wide range of medium vans that have refrigerators in the back of them this is so that all products will remain cool. This is not too bad but the average medium van price is about £7,000 and Asda may feel that it is too expensive so they might invest in a pre-owned van, which has not been around too much and is in good shape. It is worth Asda looking into an extra van or two but it will all depend on the expenditure of maintaining it this could include

- Fuel
- Road Tax
- Insurance

All the things listed above are key points and are important to Asda if they were to invest in a new vehicle. It is a pretty realistic target and it will benefit mainly the elderly people who like to order their products by phone because they can't move around that much. Overall I think it would be good for Asda to invest in a new van, as they know they are keeping up with deadlines and they can take in more deliveries than before.

Loyalty Cards

Loyalty Cards should be introduced to Asda, as they are very convenient. Nowadays supermarkets like Sainsburys use a card called The Nectar reward card this is helpful to customers, as they know each product brought can help them gain points. Asda should introduce a similar scheme this is because with a certain amount of points the customer can gain a free gift or a certain amount of money of on there next order. Loyalty cards are simple and easy to set up. When each customer arrives at Asda they are often given a choice if they want a reward card and once they here the benefits of a reward card then customers will be wanting it.

The benefits of a loyalty Card is:

- The customer is guaranteed to come back to Asda
- The customer feels they are gaining something
- Customers will receive Free Gifts

There are many more benefits to loyalty cards and overall Loyalty cards will Asda increase sales, this is because customers will be wanting more points on there card. Once the customers have something like 250 points on there card they will get £2.50 of there next shopping bill. Customers will be happy with this kind of deal, as they will know they are saving money. The table below will show how the points scheme work.

<u>Points</u>	<u>Money of or Gift</u>
250 Points	£2.50 Off
500 Points	£5.00 Off
750 Points	£7.50 Off
1000 Points	£10.00 Off Or Gift
1500 Points	£15.00 Off Or Gift
2000 Points	£20.00 Off Or Gift

This kind of deal will attract the customers a lot and the customers will have a choice of gift they want from the store, this could either be a Film or even an Album but the Gifts have to be around £10 to £20. If you have more then 2000 points then you can get another gift that is above £20. The points are unlimited so if you have 7000 points you can get a mini Television that is worth £70.

This will not require to many changes, as it will be a nice and simple scheme to set up. Customers can receive the cards in store when they get their goods from a checkout. When the customer receives the card the customer will have to fill in certain details such as name, address and phone number. This is required because the customer can get monthly statements on the amounts of points they have and to inform the customer on special offers that are in the store. Some labels might have to be altered to show the value of points on each product.

This is a good recommendation to the Asda store and Customers, as it will attract people to come back and shop at Asda more often instead of visiting once a month.