



ASSIGNMENT 1



Task 1

Vimal Patel

Customer 1: Family

Families come to Disneyland to enjoy their vacation and to forget about their daily life. They take time off from their daily life to enjoy the magical experience. Most families would go around watching the parades and try all the different rides. Parents usually take their children to all the Disney characters and get them to sit by them and take photographs or they get the Disney characters to sign an autograph. If there is a baby with the family they can take the baby to the baby centre and change it or feed it or they can also hire a pram. The older children would demand for fast food and other treats which would be sold at McDonalds, burger king, pizza hut or little stands which sell ice cream and all sorts of other junk food.

Needs: The five basic needs are water, food, clothes, shelter, and warmth. A family that goes to Disneyland needs food and water because it will provide them with energy and will keep them alive. They need shelter to protect them from bad weather. Clothes are a very big need because they need something to keep them warm.

Wants: When a family goes to Disneyland they want everything. They want to go on all the rides and meet all the characters to shake their hands and to take pictures. They want to eat nice foods e.g. ice cream, candy floss, and all sorts of other fast-food. The children want toys e.g. teddy bears and other prizes which can be won. They would also like to watch the night parades and go to the theatres where they can watch the movies in 3d wearing the special effect glasses. Most families would not leave Disneyland without souvenirs. They want to get their pictures taken next to big rides and all the characters they meet. They also want a nice and comfortable place with many facilities to live.

Customer 2: Couples

Couples would come to Disneyland to get away from day to day life and they come to spend time together. The couple would go on rides together and watch the parades and share food. They have chances to do more and to explore more because they do not have any commitments e.g. children. When they go around they are bound to see Disney characters so they will take photos and get autographs. Once they have finished exploring the rides, water parks, and all the amazing Disney activities they are bound to get tired and would want to spend some nice quiet time together.





Needs: The five basic needs are water, food, clothes, shelter, and warmth. They need food and water so they can avoid being hungry and avoid being thirsty. Also food provides you with energy so it keeps you going. They also need shelter to protect them from bad weather also they need a place to stay when they are out of Disneyland so they can sleep peacefully knowing they are safe protecting them from bad weather. Clothes are a major need because it provides warmth.

Wants: When a couple goes to Disneyland their wants and desires are endless. They want to go on rides together and meet characters and eat nice foods. They would buy ice creams and all sorts of other snacks e.g. donuts and drinks. They want to take pictures of characters and they would take pictures of themselves to remember their holiday. They would buy souvenirs to remember special places. They may want to watch the night parades. Once they have finished one day at Disneyland they want a nice and comfortable place to live.

Customer 3: employees

There are many employees that work at Disneyland, without them Disneyland would never function properly. The employees are one of Disneyland's main assets. Examples of Disneyland employees are the characters, people that work at shops and restaurants, the cleaners, people that work at the Disney hotel. These are just some examples of employees at Disneyland however there are many more. All these employees are very important and without them there would be no fun at Disneyland. Without these employees we would not be able to enjoy our trip to Disneyland.

Needs: The five basic needs are water, food, clothes, shelter, and warmth. Employees at Disneyland need food to keep them going as it provides energy, they need water to stop dehydrating, they need clothes for warmth, and they need shelter to protect them from bad weather. If you are working at Disneyland you will need to wear a uniform with some kind of ID so you are recognised and are identified as a worker at Disneyland.

Wants : Employees at Disneyland want respect and to be treated fairly. They do not want to be treated badly by tourists and their managers.



Wages is the main want, this can be classed as a need however anyone can work voluntary. Some employees may want overtime to work so they can earn that extra bit of cash. They want to work in a safe and friendly environment where they now they will be appreciated.

Customer 4: Business events

Needs : Inside Disneyland there are several individual businesses, these businesses have conferences going on all the time. The business associates that attend these conferences will by no doubt need the five basic needs. The five basic needs are water, food, clothes, shelter, and warmth. Water will allow the business associates to hydrate themselves and food will provide energy. Therefore it is necessary to have a restaurant or a place where the business associates can get food and water. It is quite obvious that the business associates will need clothes in order to keep them warm however it is likely that the business associates will come dressed. they will need shelter to protect them from bad weather so it is necessary that Disneyland provide a hall or a place indoors where the conference can take place.

Wants: The business associates may have a list of wants. One example of a want that a business associate may want is access to the internet. They may want nice comfy chairs to sit on. When the business associates are speaking or doing a presentation they will want the other business associates to listen rather than talking to each other. The associates will want to be treated with respect and they will want the conference to be taken in a luxuries hall.

Task 2

Good customer service will benefit customers in many different ways because good customer service keeps customers happy and they do not have to complain about anything.

Example 1 : If a customer at Disney land goes to a restaurant, he/she will expect the food that they have ordered to be fresh, clean and cooked. Also they would want the food to be brought to them as quick as possible. If all of these customer services are fulfilled then the customer will benefit in many different ways. If the food is fresh, clean, and cooked properly then the customer will benefit health wise because the food which will be brought to them will be hygienic and it will not cause any other harm e.g. food poisoning. If the food is brought to the customer quickly then the customer will save time and will have time to do something more important.

Example 2: If a customer at Disney Land wants to go on a ride he/she will want to get on as quickly as possible so they have time to enjoy other rides and to explore more. To provide good customer service the people that control the rides should make sure the ride is safe and there are no delays. If the employees check the ride is safe and they make no delays then the customer will benefit in two different ways, they would be safer if all the safety checks are done and they will save time if there are no delays so they can do other activities,

Example 3: If a customer at Disney land stays at the Disney hotel then he/she will expect everything in the room to work also they would expect the room to be clean and tidy. If the employees make sure all electrical goods work and make sure the room is clean and tidy then the customer will benefit in many different ways. If all electrical goods work in the room e.g. TV then this will keep the customers entertained. If the room is clean and tidy then the customers that stay there will not need to clean the room which saves them time and saves the hard work.

Good customer service can also benefit employees, if employees provide customers with a good service then they may get praised or they may even get a promotion.

Example 1: If an employee that is working at the Disney hotel cleaning rooms does his job properly and makes sure that everything in the room is clean and tidy may get rewarded in lots of different ways. The customer

that is living in the room may really be pleased and he/she can forward this good customer service to the manager. The employee can benefit in two different ways, firstly the customer may praise or give a reward of a tip to the employee or the manager may be really pleased with the employee work and give him a promotion or a pay rise.

Example 2: If a waitier that is working at a restaurant in Disney land works really hard to serve customers and he does what they ask without moaning or answering back, then the waitier can benefit a lot. For example a manager could come along from another bigger and better Restaurant that may really be impressed by the waitier's service and he could offer him a better job with a higher salary or a better position. Basically the waitier can choose what he wants to do, either he stays or goes to another restaurant which has a lot to offer him. This is just one example of a good opportunity. If the Manager sees the employ work hard like this then even the manager may be happy and give him a pay rise or a better position in the same restaurant.

Example 3: A character at Disney land can do his job really well by signing autographs and taking pictures. If the employee that is pretending to be a character does his job properly then he can gain respect for the character and promote the character. If he is able to do this then the kids would love him and he will get more attention. If the employee enjoys his job then Disney land may give him more work and he can go far with the character e.g. going to other events pretending to be the character. He may even get paid more.

If a business provides good customer service then the business can benefit in many different ways. A business which provides good customer service will always have a good name and a high reputation therefore the business will be recognised and it will be popular.

Example 1: Good customer service can benefit a business in many different ways. For example politeness to a customer can always give the business a good reputation. If all the staff is polite, friendly and helpful then people would recommend and prefer coming to that particular business because the staff can create a really good and friendly atmosphere where customers feel welcome. This will benefit the business as more and more customers would come along. The more customers the business has the more profit it will make

Example 2: If a café has a box where the customer can post their complaints or suggest new ideas then this will benefit the business. The

customers will have their say also it will benefit the business because they will know what the customers want and they can make improvements to their business which will attract more customers. This can only make the business grow and bring in new ideas.

Example 3: Most people come to Disney land by plane. For example if a group of passengers went on British airways they would expect the customer service to be good. Most people would expect the air hostesses to be polite, friendly, helpful, and to provide good customer service. If the air hostesses provide passengers with this type of service then the airline will benefit. The passengers that went on the plane which provided good customer service would most likely choose the same plane when they go on their next holiday. Passengers that flew on British airways would recommend the airline to other people. This is beneficial for the business as it brings in more and more passengers making British airways grow with profit.