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Final Project

—— Family Mart

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T-1
Contents:

to

Introduction of Family Mart Corp	2
Service Conception	2
Family Mart's six promises	3
Method of Investigation	5
Mystery Shopper.....	5
Scores of Five Service Quality Dimensions Conducted by Jogtrot.....	5
Blueprint.....	7
Advantages and Disadvantages in Blueprint.....	9
Solution and suggestions	9
Conclusion	10
Work Allocation -	11
Reference	11

Introduction of Family Mart Corp.

Family Mart Corp. is a convenience store franchise chain first opened in Japan 1981. Now, Family Mart is Japan's third largest convenience store chain, behind 7-Eleven and Lawson, and the largest chain store in South Korea. In Taiwan, the first Family Mart opened in 1988. It is the second largest convenience store chain in Taiwan, behind the 7-Eleven. After the first overseas point started in Taiwan. Family Mart also operates franchise stores in Thailand, China, United States, Bangladesh and Vietnam.

In the beginning, Family Mart operates only 500 stores, but struggle to develop and to innovate business strategy to face the competitive market in Taiwan. In 1999, Family Mart became the first convenience store to provide E-Commerce service, bring customer the convenience for the "Online order, Pick up in store". Then achieve 1000 stores in 2000.

In 2004, Taiwan Family Mart Corp. opened first store in Shang-hai, China. In the same year and 2005, Family Mart Corp. awarded the Best Services award from the Global View Magazine. To expand the business scale, Family Mart combined the Niko Mart convenience store in 2007, the amount of stores over 2200 after the combination. In 2008 & 2010, Family Mart Corp. awarded the Best Services award from G.V.M. again. ¹ ㄉㄚ

Service Conception

Goal: Family Mart Need an introductory sentence here. more sense of life.

Value: New innovation brings you New Style every day.

Guide introduction:

¹ <http://www.family.com.tw/enterprise/en/>

- **FM WAY: Embracing Discovery**
 - ✓ The work value of Family Mart' s employees and guideline for realizing its value.
 - ✓ Stand with the people in life.
 - ✓ Wish to discover New Experience and Pleasure daily.
- **Stop**

Stop to think, see from customers' perspective and look for new needs.
- **Look**

Look for any possibility, broaden our vision and welcome any challenge.
- **Listen**

Listen to different voice, trust our colleagues, share responsibility and grow together.
- **Act**

Integrate action and knowledge, and put it into work.



Need to label as Figure X and include in the writing.

² http://www.family.com.tw/enterprise/en/the_fm_way.aspx

Family Mart's six promises :

1. 24H operations that offer considerate services
2. Clean store space that creates a comfy shopping environment
3. Smiles that keep you in a good mood during your stay
4. New product launches that make your life easier
5. A variety of fresh products that fresh up your life
6. A reliable neighbor to guard your safety

OK

The picture below is the six promises in Chinese.

服務承諾

一直以來，全家秉持著服務力NO.1的精神，
更訂定「全家六大服務承諾」來實現對消費者最好的服務品質！

- 全 年無休，及時回應您的問題
- 家 環境整潔、明亮、安全
- 就 是要展現主動、親切及微笑的服務
- 是 不斷推陳出新的生活便利屋
- 你 能買到新鮮且豐富的商品
- 家 家戶戶可信賴的社區服務站

3

These promises in Chinese's first word can spell a sentence "Family Mart is like your home."

✓

³ http://www.family.com.tw/enterprise/about_concept_03.aspx

Method of Investigation

The process we conducted the investigation are as follows:

1. Mystery Shopper survey:

(1) Some of our questions refer to Global View Which one?
Need to quote
accurately rs come from our
bran storming.

(2) Investigators listed a questionnaire about the service of the shop.

Our team listed 16 questions, and the range of score is from 1 to 5.

1 means the service about the question is very bad.

2 means the service about the question is bad.

3 means the service about the question is ordinary.

4 means the service about the question is good.

5 means the service about the question is very good.

... from 1 (very
bad) to 5 (very
good)

(3) Investigators act as customers to consume in the shop and give scores of the
questions to the shop.

(4) We have 34 people to fill the questionnaire. Each of them is effective.

2. Divide the questionnaire of Mystery Shopper survey into service quality dimensions

3. Use the scores to measure service quality dimensions

After conducting step 1 and step 2, we obtain the table.

Mystery Shopper

For Customer Observation Report, Team: Jogtrot

Selected Enterprise: Family Mart Corporation

Questions and Dimensions		Average Score
Reliability		3.93
1	Products you want do not out of stock.	3.88
2	Prices of commodities clearly marked.	3.97

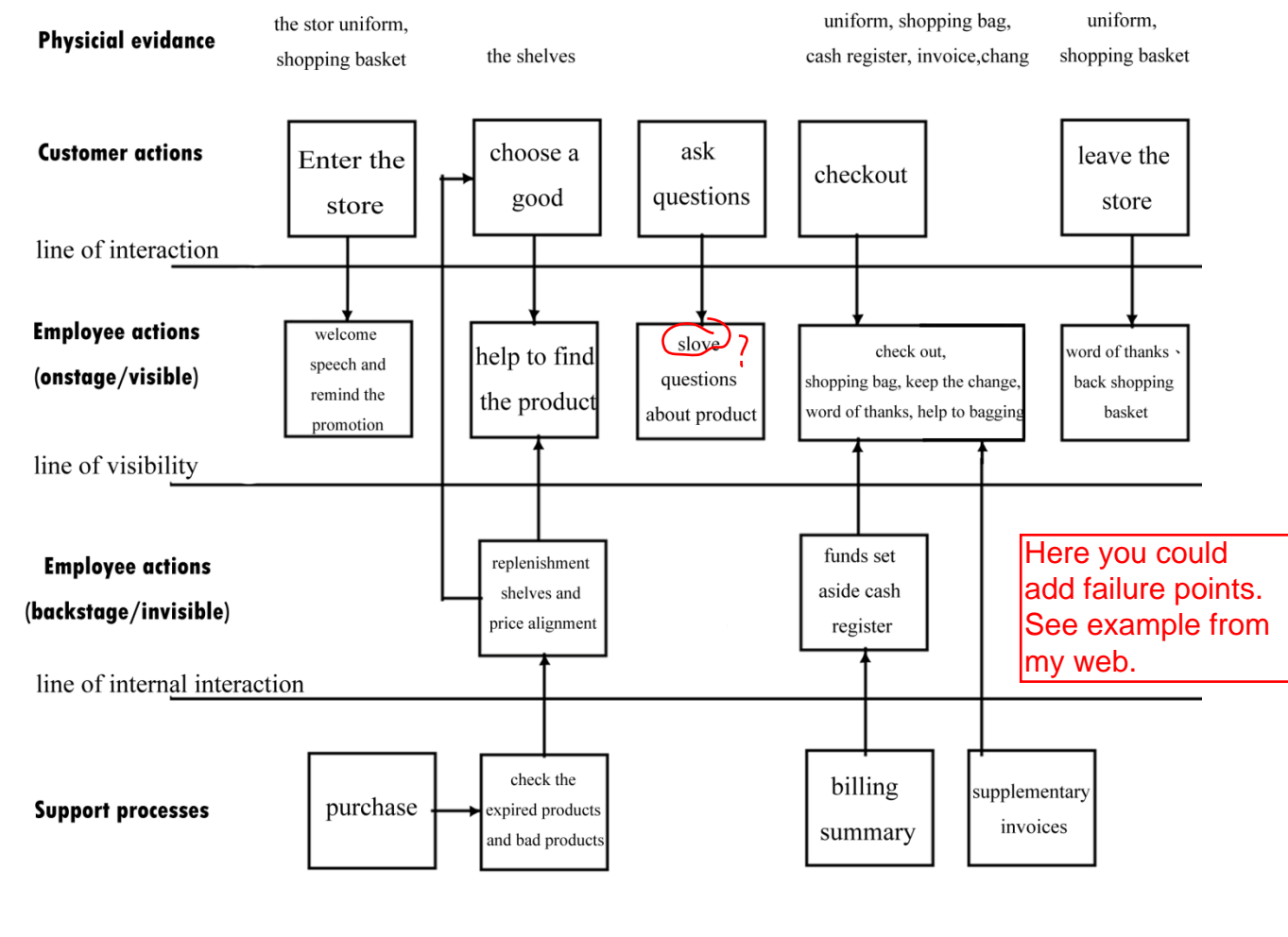
Questions and Dimensions		Average Score
3	When consumers buy drinks, the staffs initiative to provide the straw.	3.94
Responsiveness		3.89
4	The staffs willing to answer customer' s questions.	3.82
5	When the consumer checkout, the staff receive and return cash initiative.	4.26
6	When the consumer checkout staff say thank you initiative.	3.59
Assurance		3.78
7	The staffs can heat the foods in correct way, and wouldn' t make customer feel hot when pick up it.	3.85
8	The staffs can clearly reply customer' s where the products are.	4.00
9	The staffs concentrate on his or her work, rather than do other things.	3.50
Empathy		3.48
10	The posters in shop doesn' t affect customer' s sight.	3.91
11	The attitude of staffs is friendly.	3.76
12	In addition to regular inquiring, the staffs will do some other inquiring.	2.79
13	The staffs are smiling while talking to the consumers.	3.44
Tangibles		3.94
14	The staffs wear good clothing.	4.17
15	The dining tables and chairs of the store are clean.	3.94
16	There is garbage can inside or outside the store.	3.705
Total Average		3.78



The parts with a blue color got a grade higher than 4, so we put these three questions as a advantage. The other parts were put in to shortcoming.

Explain more - why?

Blueprint



There are six steps to build a Service Blueprint.

Step 1: Identify the process to be blue printed.

——customer does in store shopping and asks questions.

Step 2: Identify the customer or the customer segment.

—— the customer who does normal shopping.

Step 3: Map the process from the customer's point of view

—— there are five steps: Enter the store, choose a good, ask questions, checkout, leave the store.

Step 4: Map contact employee actions and/or technology actions

——welcome speech and remind the promotion, help to find the product, answer customer's questions about products, check out, shopping bag, keep the change, words of thanks, help to bagging and back shopping basket. What invisible contact people do are replenishment shelves and price alignment and funds set aside cash register.

Step 5: Link contact activities to needed support functions

——Link purchase and check the expired products and bad products to replenishment shelves and price alignment. Link billing summary to funds set aside cash register. Link supplementary invoices to check out.

Step 6: Add evidence of service at each customer action step

—— the convenient store, uniform, shopping basket, shelves, cash register, invoice, change and shopping bag.

The Blueprint of convenient store selling goods is ~~the follow figure.~~ ✓

in Figure X

Advantages and Disadvantages in Blueprint

Advantages (Were achieved)

1. When the consumer checkout, the staff receive and return cash initiative.
2. The staffs can clearly reply customer's where the products are.

Disadvantages (Weren't achieved)

1. Products you want do not out of stock.
2. Prices of commodities clearly marked.
3. When consumers buy drinks, the staffs initiative to provide the straw.
4. The staffs willing to answer customer's questions.
5. When the consumer checkout staff say thank you initiative.

Satisfaction /
dissatisfaction

Conclusion

Final, we generalized 5 disadvantages into the 3 processes as follows.

1. Replenish commodities and check the price labels are clearly marked.
2. Say "Thank you" to customer when checkout, provide the straw if need.
3. Answer customer's questions.

Solution and suggestions

1. The staffs should increase the frequency of Shelf inspection. Check prevent commodities were out of stock. If it happened, full the shelf check the price labels of commodities if it isn't aligned, fully prep customers.
2. The staffs must say "Thank you" in Checkout process, Strengthen the understanding of goods for staffs. In addition, Implement the details of service, for example, provide the straw when sale the beverages and chopsticks for Chinese Noodles.
3. For better service, Answer customer's questions with higher accuracy.

Put dissatisfaction
or failure points
(see book) with the
suggestions.
This will make it
easier to
understand.

Conclusion

In the “Great Services Examination 2011” (View Magazine) Family Mart fall behind the 7-Eleven, awarded would cause by the falling of Service, including and the Service attitude of their staffs.

You should include some of the theory here or earlier. Are you changing scripts? Changing standards? etc.

inferred that situation mentioned in Blueprint

Family Mart promised to prepare well service attitude for customers. Also, promised to provide the working environment for staffs with good mood. Depend on the staffs' mood, may affected the Service performance, will be one factor of image for customer. We concluded that if the firm decided to implement the processes in Blueprint, they also need to reinforce the intensity of staff training by human resources department.

13. <http://www.family.com.tw/enterprise/careers/index.aspx>
14. <http://tw.knowledge.yahoo.com/question/question?qid=1106111906340>
15. <http://tw.knowledge.yahoo.com/question/question?qid=1508082101786>
16. [http://www.family.com.tw/enterprise/about outline 02.aspx](http://www.family.com.tw/enterprise/about_outline_02.aspx)
17. <http://blog.xuite.net/orange19861003/marketing/17237473>

FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:	JOGTROT		
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p>Clear start.</p> <p>Detail is useful in the blueprint.</p> <p>Good use of pointer</p> <p>Animate the points.</p> <p>What do the survey results tell you.</p> <p>Wahhhh – try to avoid these wild noises!</p> <p>Red and blue – not clear.</p> <p>Mark in blueprint as F1, F2 etc.</p> <p>Report</p> <ol style="list-style-type: none"> (1) The layout of the report is easy to follow (2) In parts the report is too simplistic: <ol style="list-style-type: none"> a. Sections need more introduction b. Figures need titles and adding into the writing (3) You should add theory from the class e.g., are you changing scripts, standards etc. (4) Check the examples on my web for <i>failure points</i>. These are what you found from the mid-term and are described in the book. <p>Solid effort.</p> <p>82%</p>			

FEEDBACK ON YOUR PRESENTATION

Grade: 0%