

# Service & People Midterm Presentation Report



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# **Outline**

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# 1. Introduction

COSMED is one of Uni-President Enterprises Corporation. It was established in 1995, and it primarily sell cosmeceutical product.

COMED means that healthy is beauty. COSMED possess excellent management team and their company aspires after sustainable development and management. in domestic, COSMED ranges within 300th in service industry. Their idea of management is integrity, concern, and cooperation. They respect every employee. The employees have good working environment and COSMED can also provide education for employees.

COSMED use their brand to expand their market abroad and COSMED acquire “first brand in cosmeceutical store” in 2008.It show that COSMED is approved by consumers.

## 2. Purchase step

Selecting the product >> introducing the product >> pay the bill

After the employee introduces the product, the consumer buys the product in COSMED.

When the consumer enters into the COSMED, the employees who is very professional for products can ask the consumers what you want to buy products. The employee can detail to consumers for products which the consumer wants to buy, and the employee sometimes tells the consumer about the products which COSMED promotes. If the consumer thinks the product is good and cheaper, the consumer can select to buy the products in COSMED.

After the employee introduces the product, the consumer buys other product in COSMED.

The employee tells the consumer about the products which the consumer wants to buy but the consumer does not buy the product. The consumer buys the other product which the product is the same because the employee tells the consumer about the cheaper product which is the same function with the product the consumer want to buy or the product is better than the product the consumer want to buy. The consumer thinks the product that the employee tells the consumer about is very satisfied so the consumer selects to buy the other product that the employee recommends the consumer.

The employee introduces the product but the consumer does not buy the product in COSMED.

The consumer does buy the products in COSMED because the product is very expensive in COSMED. The consumer thinks other store is cheaper than COSMED.

Don't introduce the product.

Because the consumer understands the product, the employees don't introduce the product. The consumer usually buys the product in COSMED so the employee does not need to explain the product. The consumers buy the products directly in COSMED.

## **3. Interview**

### **3.1 Front line service's background**

To do this presentation, we went to ask our friend who had been worked in COSMED before. She is one of our MBA graduate student in NCUE whose name is Wendy. She worked for COSMED as a front line PT service one year and got many experiences. Therefore, she gave us many useful advices that we really appreciate that.

The reason that she chose COSMED is that being a MBA student, she wanted to combine her experiences with the theory that she learned from textbook. And the branch of COSMED is also not so far from her home. That's why she chose COSMED as her part time job.

Being a staff of COSMED, she told us what she dislike in the COSMED is that, at the beginning, the supervisor always nagging when she did the things wrong, and the really thing that made her really frustrate is checking the high-price products. When checking the high-price products, the supervisor requested their employees have to finish it at the time they ask for, it is really difficult to finish it in time at the beginning. But when she got used to her tasks, she figured out it is not so hard as she think. Therefore, she got many sense of achievement in COSMED.

And she also had to teach other PT about what full-time workers or supervisors taught her. When they have new in, older employees have to teach them, it is a good way to get the sense of achievement through this job. Or when you introduce the products, the customer purchases a lot of products you introduce them, it's also a good way to get the sense of achievement.

There also has some challenge to overcome, just like employees need to work many things at the same time, and also need to remember where the goods placing, they always have endless things to do. But she thought that's why she wanted to ask for

this job. That's what she wants to learn! To learn how to serve the customers well, to learn how to do the things well, even in the same time. She also got many friends there. Her manager always gives her many good advices, she said, efficiency is important. Comparing with study, working is not that easy as you think.

Through working in COSMED, she learned a lot. And we ask her about the special experiences, she said "you know we have to take care of the customers when they are shopping in the store, because some of them will steal the products, I had caught them two times. The manager even told me, call the police! RIGHT NOW! That's really unforgettable days." She smiled, "I hope I also can be a good manger after my graduate life."

## 3.2 Rules and Tasks

We conclude some rules, wages and staff activities in COSMED, and also the tasks they have to do everyday.

### 3.2.1 Rules of the work

Attitude:

Extrovert

Enthusiastic

Friendly

And don't forget your smile.



Ability:

Good at operating the register.



Good memory to remember where the product is.



B1 康是美

Dress code:

Full-time workers: Company will give you your own uniforms.



Part-time workers: Need to wear the black pants, and black shoes. Company will give you aprons.



Everyone has to make up to make sure looking good.

Training: Full-time employees need to take the lessons from head office, to do the pre-employment training and store practice. And teach the part-time employees as possible.

Special discount: Get NT\$100 rebate for every NT\$1000 purchase, annual sale, cheap product sale in a period. Head office will teach the full-time employees how to explain the special discount to customers. And full-time workers also have to teach part-time workers.

Wages: NT\$98, increase 5 dollars per hour after working a year.

Staff activities: Travel vacation (incentive tour), or party(banquet).

### **3.2.2 Tasks of the work:**

Sweep and clean the shop at 7:50 a.m.

Check the high-price products, which is on the racks.

Change the products and layout just like the operation manual shows.

Write down the on-sale products on the board.

While customers entering the store, make sure you say, "Welcome to the COSMED."

Tell the customers that which is on sale.

Arrange the stuffs after customers leave.

Sometimes has to peddle the goods on the street.

While the DM was changed, change the products and make sure they are on sale just like the leaflet on the racks.

Remittance the money they earned today.

## **3.3 Performance Assessment**

There's a competition of promotion, they have to sell the goods one by one to the customers. The team who win the competition can have some cosmetics or maintenance as a prize, and the lose team has to do the clean.

## **4. Conclusion**

We chose a peaceful night to conduct this interview, and the interviewer is our friend, so we had a successful and wonderful interview. Before the interview, we all thought that working in COSMED should be easy and happy, but when we finished the interview, we all changed our mind. Working in the COSMED, the part time

employees or permanent employees would be responsible for all the things in the store, they need to work from the sweeping to the checking high price products, and almost need to work overtime everyday. They also had time pressure from the manager, and took care the customers who want to steal the high price products in every moment.

From the interview, we found out that she was not satisfied with employee benefits when she was working in COSMED, for example, COSMED didn't have water dispenser in the store, it was not convenient to the employees. Although it was a little problem, but it would influence the employees efficiency, we think it is a place COSMED could improve.

In conclusion, working in COSMED is a tired job, but it could learn a lot from the job relatively. After working in the COSMED, my friend told me that she was more efficient than before, and had a good relationship with other colleagues, it is a good job to train ourselves.

## FEEDBACK ON YOUR PRESENTATION

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QUICK PRESENTATION FEEDBACK			
<b>GROUP:</b>	<b>TRANSFORMERS</b>		
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
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>Nice start – smooth</p> <p>Introduction to the company – good and interesting job.</p> <p>Don't forget to talk to me and the rest of the audience.</p> <p>Animate, animate....</p> <p>Stuff – products?</p> <p>Enthusiastic – 'th'</p> <p>The words have disappeared behind the picture</p> <p>Notes/practise before for smoothness</p> <p>QU – check – stock check?</p> <p>QU – how much training for their role.</p> <p>QU – cosmetician – where do they get their knowledge from?</p> <p>QU – frustration – tell more</p> <p>QU - stealing</p> <p><b>Overall</b></p> <ul style="list-style-type: none"> <li>- Interesting project. Here they need to make sure that all the different staff have the ability to give the customer service in the way they expect – both part time and full time</li> <li>- The company seems to lack a very systematic approach to training. This would help staff feel more confident in their jobs.</li> <li>- Check the presentation of the report – each figure should be labelled and link to the text (Why is it there? What does it add? What should it tell the reader?). Section could be numbered. Why the change in font?</li> </ul>			

## FEEDBACK ON YOUR PRESENTATION

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78%

Grade: 0%