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QM018 Customer Complaint Investigation Form

Product Details	
Nature of Complaint and Details	
Customer Name	
Customer Address	
Customer Contact Phone Number	
Date received	Use By Date
Date of Production	Packing Line
Production Start	Production End
Complaint category	Quantity Produced
Details of any other complaints received from this production run:	
Details for each area of investigation	
Raw Materials	
Packaging	
CCP Checks	
Processing	
Filling/Packing	
Storage & Distribution	
Packaging details	
Laboratory Report	

Marketing Plan

4.1. Product Marketing

The Store sells mass marketed sporting goods and fitness apparel that is trendy, in demand, and competitively priced. Merchandising, cross-selling and up-selling will be used to encourage customers to complete purchases and even increase their orders.

Merchandising

Both the store and web site use the same merchandising presentation. Sporting goods and fitness apparel are grouped by activity, such as golfing, exercise equipment or team sports to show how they work together. Photographs of people enjoying each activity are positioned alongside the merchandise. Salespeople are trained to promote the products by their attributes as well as by brand and price. Expert merchandising increases conversion rates and order amount.

Cross-Selling

A natural extension of this merchandising approach is cross-selling. Products are grouped together so that related items are visible while the shopper is browsing. Suggestions of what products to buy together can come from a salesperson or display materials, either hard copy in the store or digital online. This personalizes the buying experience, with the customer learning more about product usage and feeling that all his needs have been anticipated and met. Not only does cross-selling add additional items to the shopping cart and increase total order, it also enhances customer satisfaction.

Up-Selling

Up-selling is the offer of a product that is an upgrade to what the customer is considering buying. Competing products that vary in price and features are arranged together for easy comparison. Charts in the store or online illustrate features and prices of the range of products. Display materials that quote professionals on improved performance and satisfaction with upgraded products help the customer make a buying decision. Online, up-sells are placed on the initial product display page, and later during the checkout process for last minute impulse shoppers. Salespeople that personalize up-selling further enhance customer service and increase total order amount.

4.2. Pricing

One component of The Store's brand image is low price. Although The Store may not always be the lowest cost option in the market, it is always competitively priced and seeks to give its customers good value for their dollar. This is especially important at the online store. Internet customers comparison-shop before purchase to locate the lowest total cost--product price plus shipping and tax. [Sucharita Mulpuru, Forrester Research principal analyst](#), sums it up by saying, "The casual shopper goes online to look for the best price, leveraging the transparency of the Internet to save money."

The online store can offer low prices because of high sales volume and gross margins in this channel. The addition of the online store has also improved pricing at the physical store, which has been able to lower its prices as a result of growing Internet sales. Physical store prices are now only slightly higher than the lowest-priced, brick-and-mortar store competition. The Store as a company has been able to strengthen its brand image as a low price option in both channels because of this spillover effect from the online store to the physical store.

Project Fact Sheet

Project full name

You are invited to verify the information and to update where appropriate and necessary.

Main information

Please, fill out only these columns that need to be updated. Tick all other fields.

Key Action:	
Project	
Contact person name:	
Contact person phone:	
Contact person email:	
Project's Partners	
Project's website:	

TOOL

Project Fact Sheet

Project full name

You are invited to verify the information and to update where appropriate and necessary.

Main information

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Project	
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Project's website:	

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