



REPORT PREPARED FOR:



CUSTOMER EXPERIENCE ANALYSIS MODEL

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APMG 8119: DIGITAL ENTERPRISE
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EXPENSIVE SMOKING



PRODUCTS



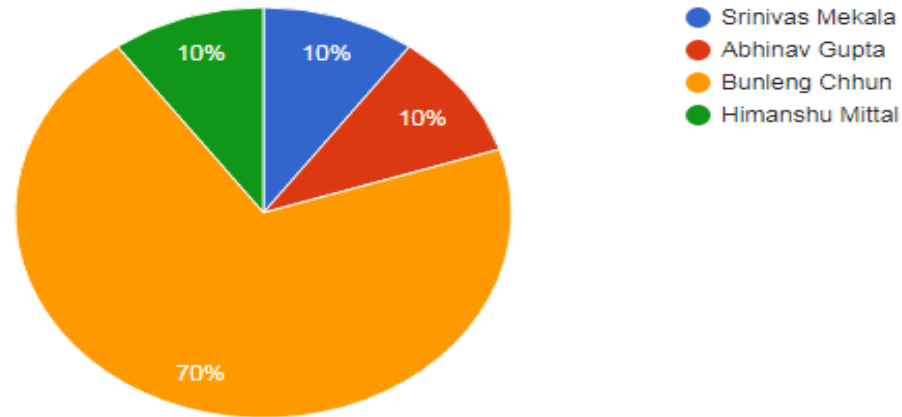
SHISHA AND FLAVOURS



SHARE HOLDERS :

Total number of Shares:
10000

Annual return filing month:
April



COMPANY WEBSITE

Our website is currently going through a renovation, to make it easier for customers to shop.
Sorry for any inconveniences made while our technicians are doing the job.

Contact us Sign in



New Zealand 's largest range for Electronic Cigarette (vaping) and Hookah retail stores.

Search



Cart (empty)

VAPING

VAPORIZERS

HOOKAH

SMOKING

RETAIL STORES

Shosha Newtown, 171, Riddiford street, Newtown, Wellington, is now opening.

Shosha Porirua, 2 Lyttelton Avenue, Porirua, Wellington, is now opening.

Shosha Papanui, 18 Main North road, Papanui, Christchurch, is now opening.

Shosha Rotorua, 1222 Fenton Street, Rotorua central, is on trial opening from 19th August 2017.



Our stores

CATEGORIES !

Vaping +

Vaporizers +

Hookah +

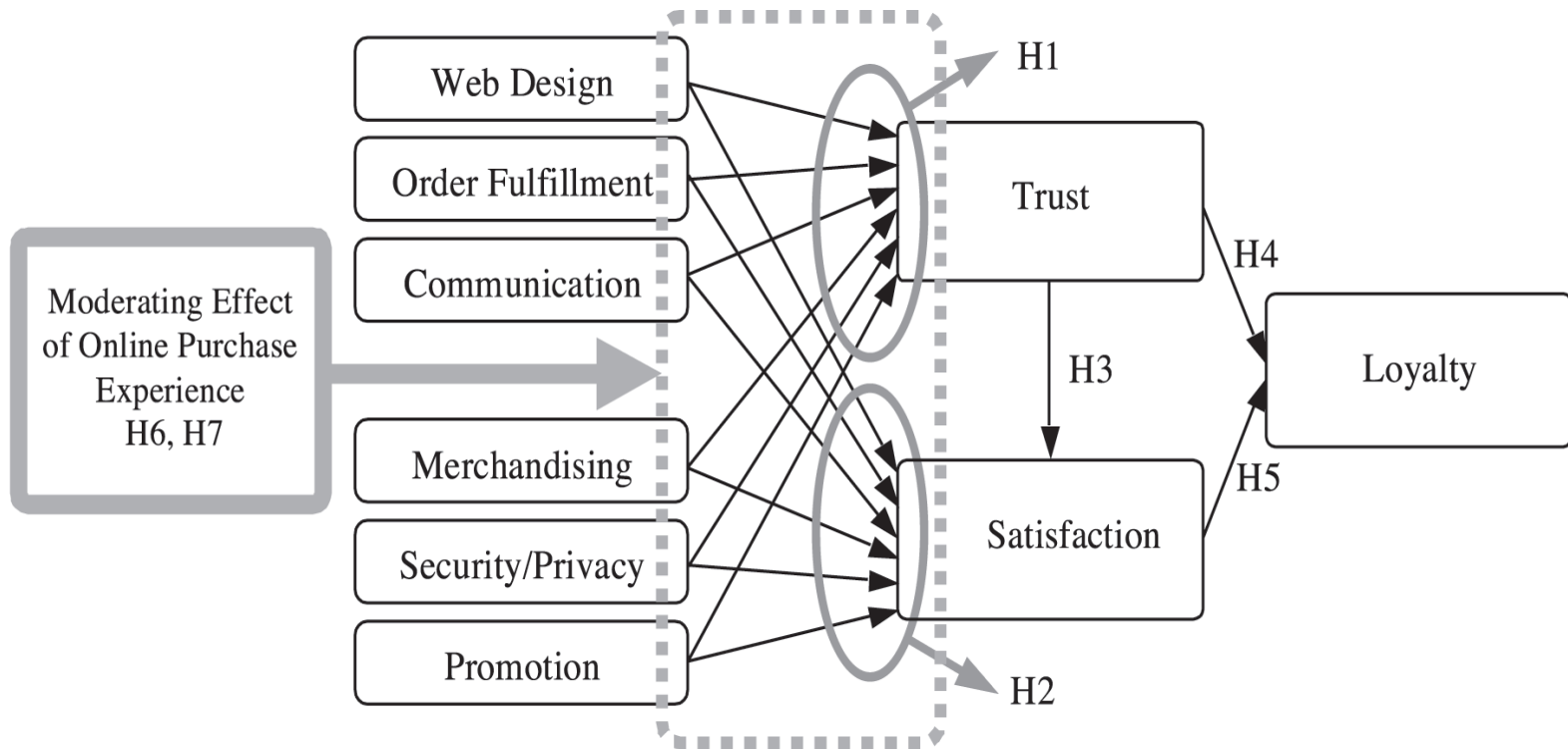
Smoking +

OUR STORES AND LOCATIONS

(click on each item for trading hours and contact details)



CUSTOMER EXPERIENCE MAP



CUSTOMER :1

Age: 24

Gender: Male

Profession: Part time working student

After asking few general questions regarding this research, this customer is regular visitor of one of the Shosha store.

CUSTOMER :1

Web Design: Poor

Order fulfilment: Average

Communication: Poor

Merchandising: Average

Security/ Privacy: N.A.

Promotion: Average

Outcome: Unsatisfied with online website of brand and more satisfied with retail store.

CUSTOMER: 2

Age: 37

Gender: Female

Profession: Real Estate agent.

She is buying liquids in bulk for a week mostly online for cheap price and sometimes at store when she comes in particular area's store as she trusts the manager. She is satisfied with the online website as she is always getting free delivery and products are as same as the retail stores.

CUSTOMER: 2

Web Design: Good

Order fulfilment: Very Good

Communication: Good

Merchandising: Very Good

Security/ Privacy: Very Good

Promotion: Good

Outcome: Satisfied with trust and Loyalty.

CUSTOMER: 3

Age: 30

Gender: Male

Profession: Driver

He is keep trying new products as per the suggestions of the store manager and also buying liquids to send Australia. His younger brother is living in Australia and in Australia, it is not legal to sell liquids with nicotine.

CUSTOMER: 3

Web Design: Good

Order fulfilment: Very good

Communication: Good

Merchandising: Very good

Security/ Privacy: Good

Promotion: Good

Outcome: Satisfied with trust and Loyalty.

Managerial Implications

- Provide each and every product's detailed video.
- New product launch events
- Product unboxing videos
- Discounted price for buying online
- Premium products for online purchase
- Click and pick up facility
- Give attractive packages or membership cards

CONCLUSION

According to research and customer visits at store. The antecedents of customer experience map defer according to business type and customers also.

- How customers are used to with technology?
- How often they buy online?
- How attractive the website is?
- How different experience is from retail store?
- How easy and descriptive features are there on website?
- How customer reacts to the loyalty and trust to the brand?

WEBSITE

<http://www.shosha.co.nz/stores>

THANK YOU

Any Questions ???

Please ask.