

# Crockery SHOP@ Navi Mumbai-Vashi Case Studies



## Problem Solving

Problem Solving always required No.1 Fixer

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# Observations

- This the well known Crockery Shop at the Heart of Vashi and it's prime Location
- As this the prime location it's very very potential market for any Business
- The Shops selling low range to high range fancy Crockery products and it's very lucrative and prompting to buy those items when People passing by the Shop for any other needs, but rather stopped and enter inside the Shop and bought some gifts for personal or friends, offices etc.



# Location Study –Close Access to Vashi Sector 1 to 11 Market

- It's in the crowded place and this area Known as Computer market as people usually visits to buy spare parts of computers, laptop and Mobiles, this areas also has stationary many office supplies and stationary shops, and many commercial offices are there
- People usually takes the walking track to reach to the Vashi Station, and it's just convenient for them to drop by this place and go to Station
- Due to the Structure of the market and entrance, this Shop situated at prime location inside the Plaza
- It's just besides the Panvel Highway and many people transit through this road and halts here, even people coming and going towards Mumbai or Thane , took Bus, Train, Auto, Taxi, Private car from here or close by

# People and Behavior

- This Market is known for cost-effective computer, laptop, and mobile purchases, repairing as well as buying spare parts
- People around Navi Mumbai came to this place since Vashi Station is very close by
- Unplanned and Inexperience buying behavior since people may see many items inside the Shops are eye-catching, which prompts their eye and quickly want to come inside and ask for rates, as there are many items I think more than 1000 -5000 varieties of items, among people randomly asked the price and start checking it one buy one
- Due to the materials being made of Glasses, which are very fragile in nature, the Owner was always in Panic, and always needed to watch every move of the visitors in this Shops

# Story which caused me Panicked and I left quickly the Shop and enter into the Next Crockery Shop

- During the year 2022, I was at Vashi for work, and while I was going towards my office which was near Vashi station, I stopped at the Shop and it remembered me to buy a Coffee cup for my Official use,
- I was inside the Shop and I noticed that the owner was very concerned, panicked, and quickly came to me to warn me that these were all made of glasses, and he scolded his helper to come and look after me
- Despite his sudden expected behavior, I didn't respond as he looks like a Senior Citizen, so I went to a Coffee Cup held it, and asked the owner how much it was, and he said probably 350 Rs. Something, so in a general conversation, I said Uncle please give me some discount
- He was furious and said in my mouth "Koi Vao Chaal nahi hoga" which means there was no scope for a Bargain, but the way he spoke was very rude to me and I was in a panic situation, I decided to leave the shop and try next one
- Once I entered the next Shop I found a middle-aged person, the owner was sitting I started complaining about the previous shop and told him that I was looking for a Coffee cup
- He looked a little surprised and said he was his father and they owned both shops, to hear it, I was feeling ashamed but a little shocked also, he was looking at me, but I couldn't able to tell him too much
- After a few round of the shop, I came to this man and gently started a conversation, first I told him about me, I showed him my office ID and the Building to ease the situation, then I said that I wanted to give a feedback if he allowed me, he said ok, then I advise him some of my observation and No.1 Fixer for him, and this could be a relative experience for others who may face the same situation they can also immediately fix the Problem

# Story which caused me Panicked and I left quickly the Shop and enter into the Next Crockery Shop

- I told him, dose his father has BP, Sugar, irritability problem, he said yes
- I told him Please don't mind

“Even he is your father he is not suitable for the Shop to run, as his age limits advised him to stay at home, better be taken care with enough food, rest and medication and relaxation”-

He said In reply what I will do he doesn't wanted to listen and wanted go the shop and sits here and do Business,

I said it may be sound rude, but your father is the No.1 Source that your Business is not making progress, since you are sitting in high potential market, where you must push more sales as there no lacks in his business but I am sure there is still be a Problem in your Business? He said due to Covid we are huge loss, had to pay huge rent, shops were closed, cash was depleted and could be more problems he had face and he is just now reopened his Business

I replied you must take care this Business, put somebody Young, Enthusiastic , Caring and sweet with customers otherwise you may losing many customers day by day, and you may never find the No1. Source of your Problem i.e. main reason of your problem and your Loss, he had tears in his eyes

# Conclusion and Strategic Advisory

**Problem :** The problem comes from sources that we may never know, so we must always follow the rule book of business i.e. Customer Behavior or Care

**No.1 Source:** His father was not adequate for the True Nature of the Business as it demands more patience, caring, gentle, and pleasant behaviors, the person can work under Stress, since this is the front zone where it needs direct handling of customers, patiently replying to them, answer their queries, no matter how big the items inventory, but they have to tell the price or there can put a sticker on the shelf to avoid it, but no matter what inside system of the Shops, the owner needs to be more proactive in a positive response since after Covid people tend to mental fragile and anxiety is common cases, so any rude behavior could destroy the mood of buying and they may leave the Shop, no matter there is next shop but it's easy for any customer to find the true information that the same owner has two Shops, so then they may avoid it and the words could spread through the mouth or social media, etc.



# Conclusion and Strategic Advisory

**No.1 Fixer : The Truth is very hard and we shouldn't do our Business emotionally, rather we must find the necessity of our Business which may be different than others, and then appoint exact Staff to handle the Dept. and we can monitor the Staffs behavior since Customer care is the No.1 Area where every Business needs to focus, if the person is not adequate then immediately we must replace**

# Conclusion and Strategic Advisory

**No.1 Breaking Point : The Business is like our child, it needs care, attention, love, and patience, so we must be careful about customer dealing , and so as our father since he has grown the Business, now it's our turn to make it more bigger, bring more success, where the father needs more care, love and rest at home to spend time with family, but when both of Son and father got emotional then only Business suffers and when Business suffers then entire family suffers**



**Thank You !**

**-The End-**