

Final Paper- Why retail lose sales

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As we all know retail is everywhere. One shops at retail, one works at retail, etc. In many aspects of business, especially in retail they may have their constant ups and downs. That is just how business works especially in different seasons year round. In this case, why are retail sales going down? Sales are decreasing depending on the business, but the factors include lack of customer service, no need for purchase (no desire) and the business is just not up to date.

Customer service plays an important part of business. One needs to know how to properly interact with customers and how to handle situations. “ In today’s competitive market, shoppers need to feel like they have been cared for and entertained. Ensuring shoppers enjoy their experience and don’t get bored or feel ignored by staff will maximise conversion rates and dwell time that drives up average transaction values,” (The top 3 causes of lost in-store sales and how to avoid them, 2022).

Reason 2- There is need for the product from the customer (no desire)

Reason 3- Not up to date

Reference

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