

Grand Wine and liquor

During my visit to the Grand Wine and liquor store which is located in Astoria queens New York. I met Mr. Langley who is one of the sales associates. Mr. Langley was the assigned designee to be my tour guide throughout the store. The wines are set up by countries from red wines to white wines.

Some of the benefits: The store displays big postage signs of the countries' wines. This for the customers to find the wines of their likings. There is a train station on the same block where the wine store is located, this is accessible for the consumers who do not drive. One of the drawbacks is the inventory. This is a huge wine store, having the wine store fully stock is challenging.

Grand Wine and liquor store has been in business, same neighborhood and ownership for Seventy-Five years. They have molded longevity. Some of their attributes: They are able to carry more products than other wine stores because the store is so big.

Their weakness: They do not sell the latest fad on wine and some liquors. Their focus is more on the wine and liquors that the consumers inquire about.

Questions:

1. What is your process of purchasing? The process of purchasing is the inventory. In the inventory you can see what are the best selling items and the items that does not sell very well. Another way to determine this is to pritorize your order based on sales history and customer preference.
2. How do you identify your target market? Astoria is known for having a diverse community which consists of Europeans and Greeks. So majority of the wine is based on these two regions.
3. What are the best time of sells during the year? The best time of sells during the year are holiday seasons and customers ordering for big and large cooperations.