

Heights Chateau Fine Wine & Spirits

Heights Chateau Fine Wine and Spirits is located in Brooklyn heights. I met Mr. Alex who is the store manager and who was able to assist me as I took a tour of the store. The wines in the store are set up by regions. On each shelf the white wines are on top and the red wines are on the bottom.

Benefits: Heights Chateau Fine Wine and Spirits has been in business for thirty years and they are accessible by public transportation.

Drawbacks: Some of the drawbacks are working long hours, working on weekends and the high cost of rent.

Attributes: Being receptive by listening to the customers, having something for everybody and going the extra mile.

Weakness: We don't have enough space to have something for everybody.

Questions:

1. What is your process of purchasing? The process of purchasing is done by wine tasting and by wine vendors that carry more than one product.
2. How do you identify your target market? The target market is identify by demographic, good sales and knowing your audience.
3. What are the best time of sells during the year? The best time of sells during the year are holidays and inclement weather. During the snow storms consumers come to the store to stock up on wines and spirits.

Conclusion: I think that Wine and liquor store was the best because Mr. Langley seems more knowledgeable than Mr. Alex. Mr. Langley was able to give me concrete answers to my questions. Wine and liquor store molded customer service which made me feel warm, welcome and wanted. Heights Chateau was the total opposite to Wine and liquor store.