

Expansion of Business Premises

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### **Introduction**

For the motor cycle shop development requires investments in the form of financial and physical. Expansion of business for the customer convenience is always encouraged and considered to be the next step of development. It is important to keep the market view, monitor what is happening around you and your business. It is important to stay up to date and adapt your business to market trends.

### **Discussion**

#### **A Description of the Problem or Opportunity**

The owner of the motor cycle shop wants to expand the physical premises of the business so that his customers can conveniently wait in waiting lounge rather waiting in the lobby because they have no other place to wait while waiting for their turn (Zhang, 2012).

#### **Impact or Effects of the Problem**

The negative impact of this problem is that waiting in the lobby can bring dissatisfaction into the mind of the customers. The owner of motorcycle shop can also lose its sales due to the disappointment (Espínola-Arredondo, 2011). Dissatisfaction because of this problem leads to the gap between the specifications of the quality of services. This gap may be caused by many factors.

### **Consequences of Ignoring the Problem**

Consequences of ignoring the will lead to loss of sales quality of services provided by the owner will also be effected. Because he will want to get his customer problem done as soon as possible so that he can cater all the customers. By taking care of this problem, they can increase the number of customers and increase interest in the company's services. Customer loyalty is very important in the auto shop business so by taking care of this problem and the expanding the size of the premises he can increase customer loyalty (Zhang, 2012). It is not too difficult - you just need to carefully treat every customer and provide very good service. Respecting each client and help them choose, you are working on a person's personality and this attracts them; and it is likely that they will want to come back to you again (Espínola-Arredondo, 2011).

### **Strategic Alignment**

Create alliances. Form alliances with companies whose products can complement yours. Makes a pact of mutual assistance to each other promotion products, If the owner of the business take the same Internet, he can get permission to advertise your company on their website accordingly he can advertise their company's services (Espinola-Arredondo, 2011).

### **Key Assumptions**

- The sales of the business will increase after the expansion of premises.
- Can easily compete with the competitor of the auto shop business
- Quality of services will be proved

### **Conclusion**

Adding the waiting lounge will attract new customers and can also develop new processes to ensure the proper care and reduce costs in production or services which are being provided by the Auto shop. The word of mouth advertising has always been an effective marketing tool. A well attended customer certainly return and recommend the service or product to friends (Espinola-Arredondo, 2011). Owner can implement more enhanced actions, such as social networks to keep relationship with his audience, or even practice simple actions, such as suggestion boxes and loyalty cards (Zhang, 2012).

**References**

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Zhang, X., Venus, J., & Wang, Y. (2012). Family ownership and business expansion of small- and medium-sized Chinese family businesses: The mediating role of financing preference. *Journal of Family Business Strategy*, 3(2), 97-105.