

PRACTICE 1

Situation: AG Gold Co. is an international chain of jewellery shops. You are Shop Manager of the AG Shop in Edinburgh's Waverley Shopping Centre.

Over the last 6 months the shop's profits have fallen dramatically. The Regional Manager, Andrew Sheringham, has asked you to write a report on the reasons for the decrease in sales. Here are some notes you have made.

1. Strong pound
 - Fewer foreign tourists to Edinburgh
 - Sales of Celtic design down (popular with Europeans)
 - 40% fewer American tourists this year
 - Americans can buy tax-free
 - 15% of shop turnover last year from American tourists
2. Shops left and right closed down
 - Bad impression
 - Makes shop isolated, people walk past
3. Shoplifting by school children (particularly girls age 14 – 17)
 - Major increase in this over last 6 months
 - Come in groups of around 10, can't keep an eye on all of them
 - Costs shop a lot!
 - Install camera?
4. Customers asking for a sale or discount
 - Go to other jewellery shops that have sales on
 - Company policy 'no sales, no discount'

Write the report.