

BRIGHT LIGHTS,
KIOSK 7F,
CENTRELAND SHOPPING CENTRE.

A REPORT

made after an inspection
between 1120 & 1200 on Sunday 15th October 2006.

PLUSES:

1. The overall first impression of the kiosk is a good one.
2. People feel more comfortable browsing around a kiosk like this without having to pass the psychological barrier of a door, as in a conventional shop.
3. The young lady on duty was very pleasant when I approached the cash-register desk and most helpful when I asked her a question. I enquired about batteries for a camera and she requested specific details about my equipment and said that if the right battery wasn't already in stock she would try and get it for me, all of which came across as most obliging. (However, it took a long time for her to serve me – see 7 below.)
4. In general, the range of globes, batteries and torches appears to be excellent. (However, see 15 & 20 below.)
5. The illuminated sign can be seen for quite a distance. (However, see 13 below.)
6. The kiosk is well laid out so that customers can select batteries from the display (which people certainly like to do) but the display can also be well monitored by the staff.

MINUSES:

7. I was around the kiosk for some time before making a deliberate effort to be served. During this time both staff members on duty made little effort to acknowledge my presence. The young man eventually gave me a curt nod but there was no attempt to smile.

I certainly think that an approach should be made to **EVERYONE** who looks at stock. Personally, I don't like staff using the opening gambit: "Can I help you?" because it encourages the negative reply: "No, thanks" – perhaps small talk about the weather, or the footy, etc. is the best way to start a conversation and imply an interest in a prospective customer.

It appears that the staff waits until a customer actually comes up to the cash-register desk before speaking to them. I would suggest that customers are 'fair game' for the 'soft sell' (as above) as soon as they start looking at any part of the display.

8. I note that there are some items (particularly specialised globes) that are not priced. Some customers feel intimidated in having to ask prices.
9. There do not appear to be any hand-out brochures available to tell people about the stock, remind them of their visit and encourage a return.
10. There was only one illuminated product, which looks strange for a kiosk selling lights. I would go as far as to suggest some sort of flashing light to attract attention but this would have to be placed where it would not annoy staff or those in neighboring shops.

11. Your major sign (displayed in a few places) says: **"We have a range of 4000 light globes!! to supply ALL of your household needs!"** I would suggest two modifications:
- The addition of the word "DIFFERENT" between '4000' and 'light'. You don't want to give the impression that you have only, say, four different globes but 1,000 of each type.
 - The deletion of the word 'HOUSEHOLD'. Make it clear that your globes can be used commercially, as well as domestically.
12. These large signs (as in 11 above) could be a brighter colour and perhaps illuminated.
13. The only sign, currently illuminated, could be duplicated, with a similar announcement on the north side of the kiosk, as well as on the south.
14. Most of the other signage takes the form of A4 posters placed on the counter and behind Perspex. These placards are too small and far too wordy to be read and digested. (They are the sorts of things that would be better as hand-out brochures [see 9 above].)
15. You have some camera and watch batteries but this is an area where the range could be improved. I would also suggest that you implement and advertise a fitting service for watch batteries. (I realise that this would need some staff training.) [Also see 20 below.]
16. I looked up "Bright Lights" on the internet version of the Yellow Pages Directory and was surprised that I could not access any listing at all! Perhaps you may consider entries under all or some of the following:
- Electric Lamps, Globes & Tubes
 - Batteries
 - Electrical Appliances – Service & Parts
 - Electrical Appliances – Retail
 - Electrical Switches & Control Equipment.

GENERAL COMMENTS:

17. I did not notice any customers or browsers (apart from myself) during the 40 minutes that I was at or near the kiosk.
18. I note that "Bright Lights" is listed on the various Service Directories/Maps around the Shopping Centre under the heading "Electrical & Computers" as an *Electronics Boutique*. This also applies to the Shopping Centre's hand-out service directory. Perhaps it may be worth trying to get a second listing under the heading "Services" – I would think it may even be worth paying for the additional listing, if necessary.
19. Instead of describing the kiosk as an *Electronic Boutique*, a name that is confusing, if not misleading, have you considered using **'LIGHTING CONSULTANTS'** in signage, brochures and general advertising? As well as telling customers that you provide back-up advice, this would help get your message across to passers-by who will remember you when they have a special lighting requirement.
20. Apart from camera and watch batteries, there are bound to be other associated items that are not stocked by other shops in the Shopping Centre but someone needs the time to properly look at the stock at the other shops listed in the directory under both "Electrical & Computers" and "Service" and assess where there are gaps that could be added to the "Bright Lights" range.
21. There are many industries (for example, the theatre [including TV studios]) that are big users of various heavy duty, hard-to-find lights. Have any efforts been made to tap into these markets?