SCENARIO NUMBER FOUR

Sales leveled off at Fancy Shirts factory during the second quarter of the year . Mary Nichols is not sure why. She decides to turn to her customers for advice. She invites five of her best customers to lunch and interviews them about what they like about her company’s shirts and what changes they’d like to see in fabric, design, or color. Then, she bluntly asks why they think sales have slowed and what might turn things around. She listens to all of their comments, jotting down notes as they speak. When everyone has provided input, Mary closes the meeting by thanking the customers and letting them know how much she values their business. As they stand up to leave, she hands each of them a 50% discount coupon as a token of her appreciation. What should Mary do with the information she learns from these customers?