

ASSESSMENT # 11

Total Marks: 30

1. Discuss the procedures of hiring salon employees. (7)
2. 'Employee motivation is important for effective customer service delivery'. Discuss this. (7)
3. You are a salon manager, how would you attract clients for your salon? (6)

Activity 1 (5)

Meet with a salon manager, then, discuss in detail the following:

- their hiring and training procedures,
- their customer services strategies,
- their marketing strategies.

Produce a detailed report based on the findings of your interview. Mention the salon's name and the name of the manger you met with.

Activity 2 (5)

Collect promotional materials from at least two different salons and compare both of them. Which of the two is best, according to your analysis? What suggestions would you give to the others for improving their promotional materials?