Low Market Share - Fishbone (Ishikawa) Diagram

Low Sales Volume

Store
- Small warehouse
- Display not attractive
- Dark
- Hot
- Competition

Customer
- Customer number decrease
- Frequent complaint

Goods
- Go to public too late
- Small inventory
- Color and size variety not enough
- Unreasonable product structure

External Factors
- Salary decrease
- Too low/high temperature

Method
- Vague indicator
- Information delay
- Lack of skill
- Improper shift time
- Lack of standard tools

Personnel
- Not familiar with goods
- Low morale
- Lack of skill
- Low transaction rate
- Insufficient workforce

Customer
- High VIP loss

Personnel
- Low morale
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Method
- Information delay
- Improper shift time

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