

TRENDY **MART**

CRISIS COMMUNICATIONS

IMC 306 | TEAM 4



WHAT IS TRENDYMART ?

TrendyMart is a **leading retail destination** dedicated to **offering the latest trends** in fashion, home decor, electronics, and lifestyle products. Founded in 2010, TrendyMart has established itself as a **go-to destination** for customers seeking high-quality, **trendy products at affordable prices**. With a commitment to innovation and customer satisfaction, **TrendyMart continually evolves** to meet the dynamic needs of modern consumers.

THE CRISIS

TrendyMart, a leading retail company known for its trendy fashion and lifestyle products, is currently confronting a **potential crisis stemming from a significant supply chain disruption**. This disruption has the potential to **impact product availability, customer satisfaction, and the company's reputation**.

EXTRA OH NO...

TrendyMart is known for its exciting product drops, and they often notify customers of product drop timelines beforehand. If products are not available for their set drop date... customers will NOT be happy.



KEY DETAILS

MEDIA ATTENTION

The supply chain disruption is spreading through online platforms but has not reached major news outlets yet. Increased media coverage may worsen the situation and reduce customer trust.

SOCIAL MEDIA AMPLIFICATION

The news of supply chain disruption has caused discussions and concerns on social media about delayed orders and TrendyMart's ability to meet customer needs.

CUSTOMER CONCERNS

Customers are worried about TrendyMart's supply chain issues causing delays and out-of-stock items. There is mass uncertainty about when operations will stabilize.

SUPPLY CHAIN DISRUPTION

TrendyMart is facing supply chain disruptions causing delays in merchandise procurement and delivery (likely due to transportation issues, manufacturing delays, or supplier shortages).



IMMEDIATE RESPONSE NEEDED

TrendyMart needs a crisis management strategy to tackle supply chain disruption, reassure customers, and uphold brand trust. Transparent communication, timely updates, and mitigation measures are crucial.

ISSUES + CRISIS IDENTIFICATION

KEY ISSUE

TrendyMart faces a supply chain disruption jeopardizing its ability to provide trendy products promptly, leading to cascading issues.

LOSS OF SALES & DECREASED REVENUE

Unavailable items and late deliveries may lead customers to stop shopping at TrendyMart if they believe the product availability is unreliable.

THREAT TO BRAND REPUTATION & CUSTOMER TRUST

Delays and missing products can damage TrendyMart's reputation for a smooth, reliable shopping experience and consistent product availability.

TARNISHED BRAND IMAGE

TrendyMart's reputation as a leading trendsetter with a seamless shopping experience will suffer if orders are delayed and products aren't available.

OPERATIONAL CHALLENGES & DISRUPTIONS

Disrupted internal operations, impacted order fulfillment and inventory, and necessitated reallocation of resources.

EROSION OF CUSTOMER LOYALTY

Upset customers facing delays or cancellations might switch to competitors; customer loyalty harmed.

STAKEHOLDER MAP

High Interest Low Influence

Prospective customers

Industry competitors

Low Interest Low Influence

Advocacy groups

General public

High Interest High Influence

Customers Employees
Shareholders Executives

Suppliers, distributors,
manufacturers

Low Interest High Influence

Government regulators
(environment, labor, etc.)

Supply chain partners

ENGAGEMENT BY STAKEHOLDER GROUP

**HIGH INTEREST
HIGH INFLUENCE**

**FREQUENT,
TRANSPARENT, AND
CUSTOMIZED
UPDATES TO
COMMUNICATE THAT
TRENDYMART WILL
REPAIR ISSUE**



**HIGH INTEREST
LOW INFLUENCE**

**PROACTIVE POSITIVE
MESSAGING TO
COMBAT ANY ISSUES
WITH TRUST,
RELIABILITY, ETC.**



**LOW INTEREST
HIGH INFLUENCE**

**FREQUENT UPDATES
AND STRATEGIC
PLANNING TO
COORDINATE WITH
SUPPLY CHAIN
PARTNERS; UPDATE
GOV'T IF NEEDED**



**LOW INTEREST
LOW INFLUENCE**

**PRESS RELEASE TO
GENERAL PUBLIC IF
NECESSARY**



INTERNAL EMPLOYEE CRISIS COMMUNICATIONS

EMERGENCY ALL-HANDS MEETING

WHO: All TrendyMart employees across all departments and locations.

DELIVERY: CEO or designated spokesperson leads a virtual or in-person all-hands meeting.

CONTENT: Acknowledge the disruption, emphasize transparency, and outline the plan to address it.

TARGETED DEPARTMENTAL BRIEFINGS

WHO: CEO, Departmental Leads (C-Suite), and employees across departments.

DELIVERY: Meetings with C-suite leaders for each department, briefs for departmental employees.

CONTENT: Explain how the disruption specifically impacts each department and provide guidance on how to handle customer inquiries and concerns.

WEEKLY COMPANY-WIDE UPDATES

WHO: All TrendyMart employees across all departments and locations.

DELIVERY: Weekly email from CEO to all TrendyMart employees.

CONTENT: High-level updates about the crisis, including progress made and timeline adjustments.

WEEKLY C-SUITE CRISIS MEETING

WHO: TrendyMart C-Suite Executives

DELIVERY: Weekly in-person meeting led by CEO

CONTENT: Discuss progress, tasks, and devise next steps in crisis management response. Once crisis is less pressing, develop preventative strategies to avoid a similar crisis in the future. This meeting will be separate from typical C-Suite meetings.

General Plan

1

**Acknowledge
and Accept
Responsibility**

2

**Enhance
Transparency
and
Communication**

3

**Provide
Immediate
Customer
Support**

General Plan

4

**Proactively
Manage
Media
Relations**

5

**Strengthen
Supply Chain
Resilience**

6

**Implement
Long-Term
Relationship
Rebuilding
Strategies**

7

**Internal
Improvements
and Training**

Crisis Response Overview:

TrendyMart's "rebuilding trust" crisis communication strategy focuses on acknowledging and addressing the preventable nature of the supply chain disruption. By emphasizing transparency, accountability, and proactive engagement, TrendyMart aims to rebuild customer trust and enhance its resilience against future disruptions.

Part 1: Immediate Response (0-2 days)

1. Acknowledgment and Transparency

- a. Acknowledge the issue, provide initial details, designate a spokesperson

2. Customer Communication

- a. Direct outreach, FAQs and Support

3. Internal Coordination

- a. Crisis management and staff briefing

Part 2: Short-Term Response (2 days - 2 weeks)

1. Compensation and Reassurance

a. Compensation offers, alternative solutions

2. Enhanced Communication Efforts

a. Frequent updates, engage on social media

3. Media and Public Relations

a. Press releases, media briefings

Part 3: Long-Term Response (2 weeks - Ongoing)

1. Supply Chain Resilience

a. Compensation offers, alternative solutions

2. Rebuilding and Strengthening Communications

a. Frequent updates, engage on social media

3. Internal Improvements

a. Press releases, media briefings

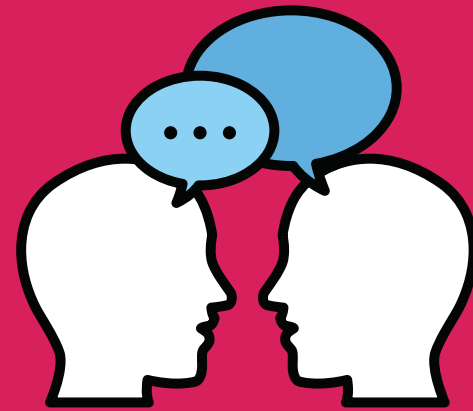
MEDIA RELATIONS PLAN

SOCIAL MEDIA RESPONSE



Host Instagram story Q&As, emphasizing candid updates and setting realistic expectations

CRISIS MANAGEMENT TEAM



Designate a team to execute the “rebuilding trust” strategy; manage digital pressroom and social media

DIGITAL PRESSROOM



Publish initial press release immediately to highlight transparency and help gauge media response

EXECUTIVE

Dear TrendyMart Customers, Employees, Executives, Suppliers, and Manufacturers,

At TrendyMart, we value transparency and accountability in every aspect of our operations. We understand the importance of reliability and consistency in delivering trendy items to our valued customers. Therefore, it is imperative we address the supply chain distribution issues that have recently impacted our ability to provide the wide array of products we have been known to deliver.

To our valued customers, we acknowledge the frustration caused by the current supply chain challenges. We are actively working to resolve these issues and restore our full range of products. Your satisfaction remains our top priority, and we appreciate your continued patience at this time.

Additionally, we recognize the dedication of our hardworking employees in navigating this issue. Your commitment to maintaining the highest standards of customer service is commendable. We are providing you with the support and resources necessary to mitigate the impacts of this issue.

Further, we value the partnerships we have built with our suppliers and manufacturers. We understand the mutual benefits of a strong and efficient supply chain. We are committed to working closely with you to overcome the current challenges and ensure a seamless flow of products to our stores.

TrendyMart's senior leadership are actively involved in overseeing the resolution of these supply chain challenges. They are personally engaged in targeted departmental meetings implementing strategic initiatives to streamline processes, and exploring alternative sourcing options to ensure the uninterrupted flow of products to our stores. Their hands-on approach underscores our unwavering dedication to resolving this issue swiftly and effectively.

At TrendyMart, our core values of quality and customer-centricity guide everything we do. Despite the current challenges, we remain steadfast in our commitment to delivering the latest trends and lifestyle items with the highest level of excellence. We appreciate the continued support of our customers, employees, and partners as we work together to overcome these obstacles and emerge stronger than ever before. We will continue to provide weekly company-wide updates as needed.

Sincerely,
Ivan Lipovsky and Amelia Hartman
TrendyMart Founders

STATEMENT



PRESS

TrendyMart Takes Action to Address Supply Chain Distribution Challenges

SANTA MONICA, Calif. (May 20, 2024) — TrendyMart, a prominent retailer specializing in trendy clothing and lifestyle items, has announced immediate measures to tackle supply chain distribution challenges affecting its product availability. The chain store's reliability and reputation have been impacted, prompting a swift response aimed at rebuilding trust with customers and stakeholders.

The recent disruption in supply chain distribution has resulted in new item drops—previously promised to be available—not being distributed in TrendyMart stores, causing inconvenience to customers and concern among stakeholders. Recognizing the urgency of the situation, TrendyMart has implemented a comprehensive strategy focused on resolving the issue and restoring confidence in its brand.

As part of its solutions-oriented approach, TrendyMart is offering compensation to affected customers in the form of discount vouchers. This gesture underscores the company's commitment to customer satisfaction and demonstrates its willingness to address any inconvenience caused by the distribution challenges.

Further, TrendyMart is actively reassuring customers through social media communication, providing regular updates on the progress made in resolving the supply chain issues. By maintaining open and transparent communication channels, TrendyMart aims to keep customers informed and engaged throughout the resolution process.

"We understand the importance of addressing these supply chain distribution challenges promptly and effectively," said Ivan Lipovsky, Co-Founder of TrendyMart. "Our priority is to rebuild trust with our customers by taking proactive steps to resolve the issue and minimize any impact on their shopping experience."

TrendyMart remains committed to delivering the latest trends and lifestyle items to its customers while upholding the highest standards of quality and reliability. The chain store reassures customers that it is working diligently to overcome the current challenges and restore normal operations as soon as possible. For further updates and information, customers are encouraged to follow TrendyMart on social media platforms.

TrendyMart is a leading chain store renowned for its curated selection of trendy clothing and lifestyle items. With a focus on customer satisfaction and innovation, TrendyMart strives to provide a unique shopping experience that reflects the latest fashion trends and lifestyle preferences. With questions contact TrendyMartCares@TrendyMart.com

RELEASE



A Generous Gesture: TrendyMart's Commitment to Customer Satisfaction

Caroline Smith, Contributing Writer - Business Insider

As a loyal shopper at TrendyMart, I've always admired their dedication to keeping up with the latest trends and offering an unparalleled shopping experience. However, recent supply chain distribution issues have led to some hiccups in their otherwise stellar reputation. But what truly sets TrendyMart apart is their proactive response to challenges, and their latest move exemplifies just that.

In light of the temporary inconvenience caused by the supply chain disruption, TrendyMart is going above and beyond to ensure customer satisfaction. Offering discount vouchers that are not just generous but downright extensive, they're demonstrating a commitment to overcompensating for what many might consider a minor hiccup in their operations. I was offered a \$50 voucher upon entering the store, and I wasn't even planning on buying any items from the new drop that was delayed!

These vouchers aren't just a token gesture; they're a testament to TrendyMart's unwavering dedication to its customers. In an era where customer loyalty can make or break a business, TrendyMart understands the importance of customer centricity to keep shoppers coming back.

As someone who values transparency and accountability in retail, I applaud TrendyMart for their honesty in addressing the issue and their immediate action to rectify it. Their decision to offer such substantial compensation speaks volumes about their commitment to maintaining trust and loyalty among their customer base.

In the grand scheme of things, a temporary supply chain issue is just that – temporary. But the lasting impression left by TrendyMart's generosity will endure far beyond the resolution of this issue. It's a reminder that, in an industry often criticized for its impersonal nature, there are still companies like TrendyMart who prioritize their customers above all else.

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Thank you!

Any questions?