Interview Questions for Shareholders of Leletea:

Dear Shareholders of Leletea store,

My name is Hangwei Bao, and I am a loyal customer of Leletea, I am also a business student at UBC, who studies how business adapt to new changes, opportunities and threats to their operating environment. I am conducting this interview for two reasons: 1) I am working on a project for my technical writing course (ENGL 301) at UBC. 2). As a resident of Beijing and a loyal customer of your store, I hope the store could employ technology to reduce the time customers are in the stores as a way to protect customers in COVID-19 pandemic. My proposed solution is to develop an official WeChat account and put the QR code in front of our store, so that customers could scan the code and order from their phone.

Question 1: What are your biggest concern of re-opening the store during the Pandemic.

Question 2 : Although the country is encouraging small business to re-open, the COVID-19 transmission risk is still high for crowds inside stores. Do you have any plans to mitigate the situation?

Question 3:Do you think my proposed solution could work?

Question 4 : What are your concerns about online ordering? Will you feel intimated by the prospect of using new technology?

Question 5 : What additional resources do you think the store need in order to implement online ordering system. For example, do you think the store will be needing extra staff and reply to online orders?

Question 6: Do you think Wechat-Pay is a useful tool? What kind of paying methods do you prefer?

Question 7: What your thoughts on customer’s opinion of using this account if it is available. Do you think they will accept or reject to use?

Question 8 : Is there any other stores you know are using the official account? For examples, your rivalries, how do they adapt to new changes in the operating environment.

Question 9: Do you think it is more safe to use QR code and reduce customer’s waiting time in the crowed store?

Question 10：What are the pros and cons of having an official account, could you please elaborate for me?

Thank you for your patience and your participations . Your responses are very important for me, please be reassured that your personal information will show up in my final report.

If you have any questions, or would like to know more about my final report, feel free to contact me by email : hangweib@gmail.com