1. It bugs me that when I purchase a bag of chips, the bag is only half full.
2. It bugs me that boxes of cereal are so hard to keep fresh.
3. It bugs me that the large Gatorade bottles don’t fit in my cars cup holder.
4. Touch screen keypads on my phone bug me.
5. The door handles on the outside of my Jeep Wrangler bug me because you have to face a certain direction to open them.
6. It bugs me when I open a bag of chips and the bag rips down the whole side.
7. It bugs me that the battery in my laptop dies so quickly.
8. When I open my Chapstick, it bugs me when I peel the seal and the whole label comes off.
9. It bugs me when companies pack tiny products in a huge box.
10. It bugs me that bleach doesn’t come with a measuring cup like laundry detergent.
11. It bugs me that a good inch of my lead in my mechanical pencils is wasted when it runs out.
12. It bugs me when my shaving cream can leaves a rust ring in my shower.
13. It bugs me that the Purina cat food bag isn’t resealable.
14. It bugs me that my Proactiv face wash is only available to order or buy at designated locations.
15. It bugs me that my boxes of cereal are only half full.
16. It bugs me that a lot of my liquid foundation is stuck in the bottle after I use it all.
17. It bugs me that almost all of the clothes at Charlotte Russe have to be hand washed.
18. Long lines at grocery stores bug me because they have a lot of lanes but no employees to run them.
19. It bugs me when I call a company for any reason and I get a machine and not a real person.
20. When I open a store credit card, it bugs me that the coupons I get from then on require me to use my credit card to get the deal.
21. It bugs me what only carbonated drinks are recyclable for a deposit.
22. Cans of food that don’t have the pull tab opener bug me.
23. It bugs me that my phone is always running out of space but I don’t download apps anymore.
24. The amount of commercials and time of all the commercials on TV bug me.
25. It bugs me that my hand soap pump doesn’t reach the bottom therefore leaving a lot in the bottom.
<table>
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<th>Product</th>
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<th>How well it benefit the business</th>
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<td>3</td>
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<td>2</td>
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<td>More lanes open at grocery stores</td>
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<td>Bleach with measuring cup</td>
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</table>

**How well it will benefit customers:**

5-Very well  4-well  3-doesn’t matter  2-doesn’t benefit  1-inconvenient for customer

**How well it will benefit the business:**

5-Very well  4-well  3-doesn’t matter  2-doesn’t benefit  1-inconvenient for business

**Time needed to implement:**

3- six months  2- one year  1- two plus years

**Will the company make money:**

3- yes  2- stay the same  1- lose money

The reason I used the column asking whether the customer would benefit from the change is because the customers and their opinions should be a company’s number one priority. If customers aren’t satisfied then they are not going to buy your products or use your service. However, the company should also be asking itself if this switch is going to benefit them. They need to know if a new product or changing a product is going to benefit them in any way. As for
the time it takes to implement a change or new product, companies need to have a set plan in order to accomplish their goals in a timely manner. Companies shouldn’t rush or they could get a product wrong, but they also can’t sit back and take their time or competitors can come in and dominate the market. Companies need to determine if this change is going to make them money since that is the whole point of a business. Some change may cost the company money, but then change may benefit them in the long run. Some changes may not affect how much a company will make but it could increase customer loyalty or customer service.

Changing the door handles on the outside of Jeep Wranglers will benefit customers slightly, but it isn’t something they are going to seriously take into consideration when purchasing something as big as a vehicle. This change would not particularly benefit the company because it isn’t an in demand feature that new car owners are looking for. It would not take long for this change to be implemented because Jeep offers many makes and models with different door handles. It would be a matter of slight design and then production.

More lanes at grocery stores would certainly benefit customers. They could be in and out of grocery stores quicker and there would be more employees available for customer service matters. The only reason this would benefit the store would be because it would make customers happy and may increase loyalty. Hiring and training new employees wouldn’t take long at all; it’s just a matter of budget for companies. For that reason alone is the reason the company would lose money. Labor is one of the top expenses for businesses, companies just have to decide if it’s worth it or not.

Changing the lid and design of bleach container so they come with a measuring cup like laundry detergent is more of a convenience than a necessity. It doesn’t particularly benefit customers or companies, but may increase customer loyalty. It would not take long to put into
action because it is just a matter of changing the design of the container. Companies would need to spend more money to change the design and get it to shelves, but they also could charge a little extra for the new design.

For Proactiv to offer its products at more convenient locations would benefit customers immensely. They wouldn’t have to wait for shipping time or pay for shipping. It would benefit the company because I think they would make a lot more money this way and gain a whole new target market. I don’t think it would take long at all to get their products in stores. Most retailers probably know who Proactiv is and what they offer and that they are successful. Proactiv would definitely make more money because it would increase customer’s loyalty and gain a whole new customer base.