

Leslie Jones, Supervisor

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What about health foods?

- Who? Who buys healthy foods?
- What? What are healthy foods?
- When? When are healthy foods purchased?
- Where? Where are healthy foods purchased?
- Why? Why purchase healthy foods?



Always center for the outside and food center inside

The Shopping Cart



- Designed so that the consumer can "fill it up"
- 1938 invention



Check-out
The most profitable area of the store is the checkout line. This is where after a few minutes in line you'll encounter the temptation of the candy rack and a magazine you've been holding through. Store owners use a ploy to ensure the customer might purchase something else while waiting.

Endcaps they grab consumers' attention but they are not always the "best deal".



Near the Front Door

- Sprinkles are high
- Bakery or floral displays - "sensory centers"
- "Tuff home" - consumers don't need but want



Prevent your shoppers card for some "deals", the supermarket wants to know your purchasing history.

Other Supermarket "Tricks" to keep the consumer shopping...
Most stores move customers from right to left. Due to this flow and the practice of driving on the right side of the road, the items you are most likely to buy tend to be on the right hand of the aisle.



Research reports that consumers prefer "shiny" things



Dairy and other needs in the back

Must walk through the store to get those items



The Aisles

• Narrow Aisles - the party can't come - takes time to walk through
• Wide Aisles - the party can't get lost in the aisles
• Sensory centers - the supermarket items that make the customer want to buy more
• Sensory centers and the sensory centers are the key
• Dairy and meat "hot spots"



What do supermarkets want? To make \$ or

- The average amount of products carried by a typical supermarket today has increased from 15,000 in 1960 to 50,000 (McGraw Hill)
- Each year 100,000 new items are introduced in supermarkets stores. Only those items that are successful are retained past the initial introduction.



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Check-out

The most profitable area of the store is the check-out line. This is where after a few minutes in line you'll account for the majority of the candy aisle and magazines you've been looking through. Slow walkers are a plus because the customer might purchase something else while waiting.



Endcaps they grab consumers' attention but they are not always the "best deal!"



Near the Front Door

- Spirits are high
- Bakery or floral displays - "sweet scents"
- "Full house" Consumers don't need but want



Present your shoppers card for some "deals", the supermarket wants to know your purchasing history.

Other Supermarket "Tricks" to keep the consumer shopping...

Most stores move customers from right to left. Due to this flow and the practice of driving on the right side of the road, the items you are most likely to buy tend to be on the right hand of the aisle.




Basic strategy that consumers prefer "Slay" things

This is one of the reasons that products in cartons with water that come through the produce area are sold up nearby.



What do supermarkets want? To make \$ of course!

- The average amount of products carried by a typical supermarket today has increased from 15,000 in 1980 to 50,000 (McGraw Hill)
- Each year 9000+ new items are sent out to supermarkets shelves. Only those items that are successful get restocked past the initial introduction.

Dairy and other needs in the back

Must walk through the store to get these items



The Aisles

- Shelves always face left side of aisle - looking down to ease through
- Store is planned all eye level for customer
- Shelves are 4-5 ft high - eye level for customer
- Shelves are 4-5 ft high - eye level for customer
- Shelves are 4-5 ft high - eye level for customer
- Shelves are 4-5 ft high - eye level for customer

Clotting lines stores pay them and make \$ from product placement.



What do supermarkets want?

To make \$ of

course!

- The average number of products carried by a typical supermarket today has increased from 15,000 in 1980 to 50,000 (Marion Nestle)
-
- Each year 9000+ new items are introduced on supermarket shelves. Only those items that are successful are continued past the initial introduction.



You **Tube**

The image shows the exterior of an 'Always Food Center' at night. The building is constructed of brick and has a large sign above the entrance that reads 'Always' in a red, cursive font. Below this, the words 'Food Center' are written in a bold, red, sans-serif font. The entrance features glass doors with signs that say 'ENTER', 'OPEN 24 HRS', and 'EXIT'. Several people are walking towards the entrance, and a shopping cart is visible on the right. The scene is illuminated by the building's lights, creating a warm atmosphere.

Always[®]

Food Center

Warm colors
for the outside
and cool colors
inside.

The Shopping Cart



- Designed so that the consumer can "fill it up"
- 1938 invention

Near the Front Door

- Spirits are high
- Bakery or floral displays - sweet scents"
- "Fluff items" consumers don't need but want



Research reports that consumers prefer "shiny" things

This is one of the reasons that produce is sprayed with water mist...even though this practice may speed up spoilage of produce

