

# Shopfair Supermarkets Harvard Case Solution & Analysis

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?




### The Shopping Cart

- Designed so that the consumer can "fill it up"
- 1936 invention



### 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 encounter the temptation of the candy rack and a magazine you've been holding through. Store owners use a ploy 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

- 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

This is one of the reasons why products in displays with color and light attract attention and are sold more quickly.



### Dairy and other needs in the back

Must walk through the store to get those items.



### The Aisles

- Narrow Aisles - the party can't leave - makes them squeeze through
- Wide aisles - the party can't get lost or wander
- Endcaps - the superstore items that make the difference between a store and a warehouse
- Display cases - the superstore items that make the difference between a store and a warehouse
- Checkout lanes - the superstore items that make the difference between a store and a warehouse

Selling fees - stores pay these and make \$ from product placement



### What do supermarkets want? To make \$ or

- The average amount of products purchased in a typical supermarket basket has increased from 15,000 in 1980 to 50,000 (McGraw Hill)
- Each year 10,000 new items are introduced in supermarkets shelves. Only those items that are successful are maintained past the initial introduction.



**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, illuminated 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 lit by the building's lights, creating a warm glow.

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**

