



SHOPPER&RETAIL

CLIENT

A Chain of Supermarkets

THE CHALLENGE

A new store layout was being considered. The objective was to decide how to maximize the business impact of the new store layout.

OUR APPROACH

Based on available research, Brandscapes did a comparative study of existing layout with the new layout in matched geographic territories. Key analysis that were used for evaluation: Store Perception and Shopping Basket Analysis.

THE WINNING INSIGHTS™

Shopping Basket Analysis revealed that fresh produce like fruits, vegetables and dairy products performed better in the new layout, while certain other items, like ready-to-eat snacks, performed worse.

While shoppers perceived the new layout as being easier for physical movement, the ease of reading price markings was a concern.

THE RESULTS

Shelf placement of certain categories was modified leading to an improvement in the overall size of the shopping basket.

Price markings were enhanced in order to enhance shoppers buying experience.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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