

Experiential exercise assignment

Each student will visit a chosen retail shop in Karviná¹ (Tesco, Lidl, Kaufland, Hruška, Billa, Penny, etc.) and observe the retail mix adopted by the store (i.e. merchandise, location, customer service, store design, pricing and promotion). The student should further examine the competitive advantages compared to other stores that sell similar merchandise. You may purchase some products by yourself and analyse the purchase experiences to assist your evaluation of the retail mix. Each student will present the findings in the class (about 20 minutes for each team) and make recommendations on how the chosen retailer might improve the retail mix in order to achieve growth in sales or profit.

Key observations:

- Merchandise – width and depth of the product portfolio, depth only in categories: shampoo, milk, toothbrush.
- Location – strengths and weaknesses
- ~~Customer service level (cancelled due to the situation)~~
- Store design type
- Sales promotion – what products, where and how.
- Competitive advantages compared to other stores that sell similar merchandise.

!!!Warnings regarding the COVID19 situation!!!

Do not visit the shop just for the research purpose. Always connect your trip with a shopping so you minimize number of occasions you travel to the site.

Proceed with your observation only if you are able not to be surrounded by other customers. Mind the recommended 2m distance.

Do not conduct the study if you experience any symptoms typical for COVID19.

Do not conduct the study if you believe it is risky for your own health or health of the others. In this case, send me an email, and we arrange supplementary task. There is no penalisation.

¹ If you are still in your home country, you can visit local shop, but the same COVID19 rules apply to you! If you are currently traveling, you can visit local shops in Prague, Brno, Katowice or wherever you are.