Pick a supermarket and answer the questions below, with a focus on your chosen supermarket.



1. How do supermarkets meet the needs of their customers?

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2. What are those customer needs?

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3. Are the needs of shoppers changing?

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4. Do all shoppers have the same needs? If not, do some supermarkets focus on differing needs?

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5. What are you looking for when you enter a supermarket? What are your shopping needs?

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