

## INTRODUCTION

In this report I want to see how the increase of Tesco super stores has an effect on the local shopping centres, shopping habits and on the local environment. I want to see if the government's view on recommending that no more Tesco superstores are to be built is a good idea.

I will have to write a report on the hypothesis that states

***Superstores are a good thing for the local area.***

As I collect my data and analysis for my reports and findings, I want to see whether I agree, disagree or agree within a limit with the statement

To do this report I had to go to the Tesco supermarket near by Bulls Bridge. The Tesco is in Hayes off the parkway. The local shopping centre is 15 minutes away from the Tesco. The local shops are called the Cranford parade, and the main road is called

I am looking, to compare the difference between Tesco supermarket and local shops to see why more people shop at Tesco. I also want to find out where superstores are a good thing for the area and the local community and shop owners.

To achieve my targets and aims I must collect substantial amount of data and evidence. I will have to collect primary data and use secondary data. I will have to interview the Tesco manager, shopkeeper. I will produce a questionnaire to the Tesco shopper and to the local shop's shoppers. I will produce a traffic survey and I will send a letter to the Hounslow borough council to get my fair options on superstores and hope for a reply back. Then I will put it on a graph and analyse the results.

## **Chapter 1**

### Locating two shopping centres

This Tesco is convenience goods, which are every day items we buy, example bread, milk and newspapers. Tesco is build is a good site because there is a main road ideally for goods and delivery, there is plenty of space for car parking, there is a lot of space for future expansion, and there is a lot of space to stock produces.

Here is a plan of Tesco's super store and neighbouring Toys r us

The local small shopping centres are usually a line of shops extending alongside the main roads leading to a town centre. I think there are located there because there are cheaper land values, there are a few parking spaces and it is good accessibility. The shops rely on impulse buying. Some of the there are specialist shops e.g. food take away. Most of these some are convenience shops. These shops rely on each other for business, only if there are not competing for any thing that is the same.

Here is a plan of the local small shopping centre

## **Chapter 2**

### Comparing the superstore with a local shopping centre

Here is some primary data, which I collected. I have collected the data from both the cranford parade stores and tescos. this is so that I can compare the price, produce and service they each offer.

#### ***Tescos Services***

Tesco services are a wide variety, there are a mixture of convenience and specialist good, but most are convenience. There are a lot of produce and service in the one store. Here are some of the service that tesco offer their costumers.

Newspaper/magazine shop, customers service, tobacconist, florist, fruit and vegetables, dairy produces, cheese, fish mongers, butch, baker, pick and mix, wines and spirits, café, photo booth, car wash, cash point, toilets, petrol station and lottery all from tescos

Tescos sell things, such as cutlery, clothes, music, videos, books, perfumery, party equipment and D.I.Y products

#### ***Cranford parade services***

In the cranford parade there are service which are conveniences and comparison or specialist goods. At the cranford parade stores there is roughly an equal amount of conveniences and comparison goods.here are some listed below.

India takeaway, off licences, butchers, grocery store, driving school, pizzas take away, pub, bookmakers, hairdressers, machines, fax, photocopier, and lottery. These are all the services from 17 shops

#### ***Compare products, prices and variety***

I have record some of the things which I think tesco and the cranford parade sell. I have record the brand names, the prices and quantity of each item I have seclected. I want to compare the prices and to see if the product is on sale (this includes tescos own brands and some of the local shops specialties food.)

#### ***Tescos***

Here are a list of product s, price and famous brand names at tescos.

At the café they sell different varies of food and serve there own hot and cold drinks/food, e.g. big brunch meal:2 sausages, 2

bacon rashers, 1 fried egg, baked beans, tomato, hash brown toast and butter for £2.99. The guardian newspaper cost 45p. B&H big pack cost £20 for 60, and £4.14 for a medium pack of 20. tesco camanula (flower) cost £2.99. Tescos medium Ivory Coast pineapple cost 99p and medium del Monte gold cost £1.59. tescos pasteurised whole milk 6liltres, cost £1.10 and craven dale purfiltre fresh pasteurised also 6litres cost £1.29. Flora butter (1kg) cost £1.53, Wexford Irish mature cheddar Cheese cost £5.99, smoked middle bacon cost £1.80 a 1b, tesco cod liver oil cost 49p for 30 capsules, seven sea pure cod liver oil cost £4.25 for 45 capsules (50 % free). Tesco whole bread cost 59p for 9800g0 pick & mix cost£5.20 per kg. Obsession for men cost £23.50; ladies trouser socks (white rum) 3 pairs cost £4.99. duni paper plates cost £1.49 (25). Tesco's cling film 60mm costs £1.49. Antibacterial cling film cost 99p. tescos 40 watts bulbs cost £2.09, Philips 40 watts cost £2.89, tesco side plate cost £2.50. the green mile (video) cost £11.99. Hallmark "forever friend" card cost £1.75. Bic 5 ball pens (black) cost 99p and a passport photo cost £3.00

### ***Cranford parade***

At Cranford parade the things that they're sold were roughly the same. The only differences are that, there is fewer produce and services. I have also compared a list of prices of some of the same products. (These prices are the lowest of the three newsagent and grocers) here is the list

The guardian newspaper also cost 45p. There is no flower shop or any one selling flowers. There are no pineapples at any of the groceries. A 2liltre bottle of milk cost 99, there was no 6liltre milk bottles for sell. A flora 1kg tub cost £2.19. Mature cheddar 200g cost £2.00. Bacon cost £2.00, 3 packs of kingsmill bread cost £1.00. Barcardi superior cost £17.75 paper plates 50 cost £4.99 and Hygex 300mm cling film cost 99p. A card cost 89p. I could not find a cod liver oil or perfume in the groceries stores. There was more type of ethane variety such as Indian breads £1.00 for 4 and there was also much spice.

### ***Compare my find from the local superstore and tescos***

Chapter 3  
The impact of the super store on local people and the  
environment?

Interviewing Tesco's manager.

1. Do you think Toy r us nearby helps boost business?  
*Yes*
2. Why  
*Because the customers from tescos after shopping go to Toy r us*
3. On an average day how many people do you get shopping at  
Tescos?  
*Weekly we get 30000, so we get roughly 4300 people.*
4. What is your busiest hour?  
*Early mornings and Saturday, Sunday evenings*
5. Do you think Toy r us benefit from Tescos nearby?  
*Yes and no because we sometime we steal their customer and  
sometimes we don't benefit because the sale different things.*

Interviewing Toy r us manager

1. Do you think a having a tesco superstore near by boost your  
business?  
*Possible more yes*
  2. Why  
*Because more people shop at tesco than an where else*
  3. On an average day how many people do you get shopping  
here?  
*200 to 250*
  4. What is busy hour of the day?  
*9am-10pm*
  5. Does tescos benefit from toy r us costumers?  
*Yes- neutral*
- Interviewing the local shop owners.**

1. Do you think Tesco nearby helps boost business?

1=yes      2=no      3=yes      4=no      5=no      6=yes

2. Why?

1= because the shopper and the worker come to get the hair cut here.

2=because we sell different thing

3=because some times the tesco's' van need fixing and we can fix them.

4=because we sell the same produce

5= because we sell the same produce

6= because we sell the same produce

3. On an average day how many costumers do you get?

1=25+people    2=15-30/40      3=20-30      4=100      5=200

6=200

4. What is your busiest hour of the day?

1=morning      2=dinner time      3=12pm-3pm

4=I am not quite sure    5=morning 6am-9am      6=morning and evenings

5. Does tescos benefit from your shop?

1=yes      2=no      3=yes      4=no      5=no      6=no

6. Do you think traffic has increased seen tescos has been built?

1=yes    2=yes and because the hayes by pass.    3=no    4=yes

5=yes      3=yes

7. Do you think there has been an increase on pollution seen tescos has opened?

1=yes    2=yes 100%    3= I am not quite sure    4=yes    5=yes

6=yes

1=Sheenas hair studio    2= Feltham hydraulics      3= M4 autos

4=Heathrow superstore      5=siragro    6=cigs and mags

Questionnaire survey sheet Tescos

1. Do you shop at Tescos regularly?

Yes

No

2. If yes how often do you shop there?

Every day

Every 12 days

Once a week

Less often

3. How do you get here?

Walk

Car

Bus

Other

4. Since Tesco opened do you spent more or less often?

More often

Less often

About the same

5. Would you say you spend more or less money?

Spend more

Spend less

About the same

6. Why do you shop at Tescos

Prices

Quality

Friendly service

Closer

7. What does Tescos have that your local supermarket does not.

Cheaper prices

More Produces

Services

Easier car parking

8. Overall do you think superstores like Tescos are a good thing?

Yes

No

**Questionnaire survey on local small shop centres**

1. Do you regularly shop here?

Yes

No

2. If yes how often do you shop there?

Every day

Every 12 days

Once a week

Less often

3. How do you get there?

Walk

Car

Bus

Other

4. Why do you shop here?

Convince

Prices

Close

5. Do you shop here more or less since Tesco opened?

More often

Less often

6. Would you say you spend more or less?

Spend more

Spend less

About the same

7. Do you prefer Tesco or local small shop centres?

Tesco

Local small shop centres

8. Do you think superstore like tesco is a good thing?

Yes

No



## Traffic survey at Tescos

11.00am for two minutes

22 cars and a bus

12.00pm for two minutes

17 cars

1.00pm for two minutes

23 cars

## Traffic survey at local small shop centres

11.30pm for two minutes

5 cars

12.00pm for two minutes

7 cars

1.30pm for two minutes

4 cars

## Graphs

**3 page of writing** and secondary data

Chapter 4 secondary data

Analysis the graphs like in science

What you found out about traffic

What people think of super stores?

Chapter 5

Background info on shopping

What has the store done t the community?

Advantage disadvantages

Which group of people and why

**4 pages**

Conclusion

Hypothesis

Why

Evaluation

1 to 2 pages