

4/6/03
By John Grantham.

Investigation:

Why Does My Local Shop Stay Open?

Investigation: I am conducting an investigation to find out why my local shop stays open especially today where we have many big all in one supermarkets and also many other local shops in the area. I will draw up a customer survey which I will ask people to fill out I will then use the informational patterns to draw graphs and conclusions.

Picture and map of shop and surrounding area.

This is a copy of the survey I handed out to 20 people.

Survey.

4/6/03

By John Grantham.

Thank you for your time, I am asking a few questions to the customers of this shop so I can investigate why it stays open.

Tick one box in each section.

Q1.) How far away do you live?

| | | |
|-----------------------|-----------------------|-----------------------|
| Under 100 metres away | Under 200 metres away | Under 300 metres away |
| Under 500 metres away | Over 1km. | |

Q2.) What did you spend on this visit?

0-2 pounds 2-4 pounds 4-6 pounds 6-8 pounds 10-15 pounds 15-20 pounds over 20 pounds.

Q3.) What do you spend on average?

0-2 pounds 2-4 pounds 4-6 pounds 6-8 pounds 10-15 pounds 15-20 pounds over 20 pounds.

Q4.) How old are you?

0-10 years 11-20 years 21-30 years 31-50 years 50-70 years 70+ years.

Q5.) How often do you come to this shop?

Once a week twice a week 3 times a week Once a fortnight Once a month.
Other, please specify.

Q6.) What Sex are you.

Male. Female.

Tick all that apply.

Q7.) What items did you purchase?

Chocolate sweets and other confectionary, Bread Cakes and biscuits
 Alcohol Tobacco related items Refrigerated items Newspapers and magazines
 Stationary goods Tinned goods Frozen goods Pet food Batteries and
 electrical goods Drinks Other food items Other Please specify.

Q8.) What items do you usually purchase?

Chocolate sweets and other confectionary, Bread Cakes and biscuits
 Alcohol Tobacco related items Refrigerated items Newspapers and magazines
 Stationary goods Tinned goods Frozen goods Pet food Batteries and
 electrical goods Drinks Other food items Other Please specify.

Q9) Why do you come here?

Low prices Its convenient Customer service Quality of goods.

Q10.) How do you rate the above Between 1 and 10 (1 is low).Please circle.

Low prices 1 2 3 4 5 6 7 8 9 10

Convenience 1 2 3 4 5 6 7 8 9 10

Customer service 1 2 3 4 5 6 7 8 9 10

Quality of goods. 1 2 3 4 5 6 7 8 9 10

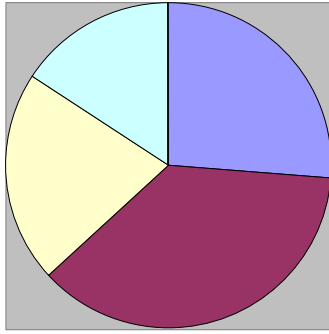
Thank you again for you time.

Results: Here are the results I received from the 20 customers that I gave the questionnaire.

Question number.

1.) How far away do you live.

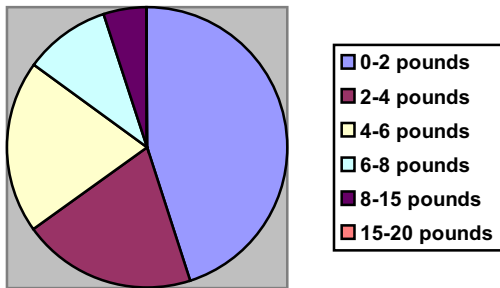
| | | | | |
|-----------------|----|----|----|----|
| Option A) | B) | C) | D) | E) |
| No of People. 5 | 7 | 4 | 3 | 0 |



This graph shows that the majority of people shopping at this shop live between 0-500 meters away with few traveling to get here.

2.) What did you spend on this visit.

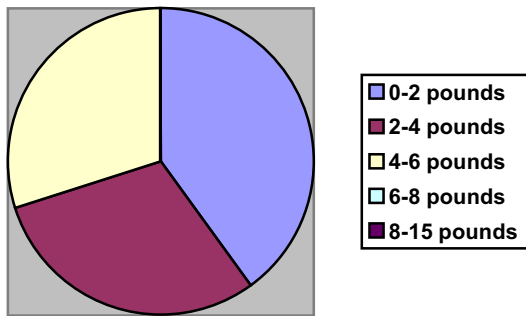
| | Option A) | B) | C) | D) | E) |
|----------------|-----------|----|----|----|----|
| No of People . | 9 | 4 | 4 | 2 | 1 |



The most common spendature of the shops customers was between 0-2 pounds.

3.) What do you spend on average.

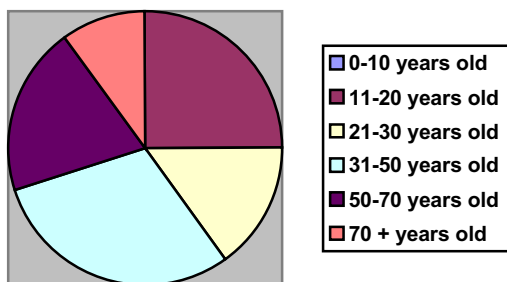
| | Option A) | B) | C) | D) | E) |
|---------------|-----------|----|----|----|----|
| No of People. | 8 | 6 | 6 | 0 | 0 |



This graph shows a similar trend to the one above, however the customers say they usually spend less.

4.) How old are you.

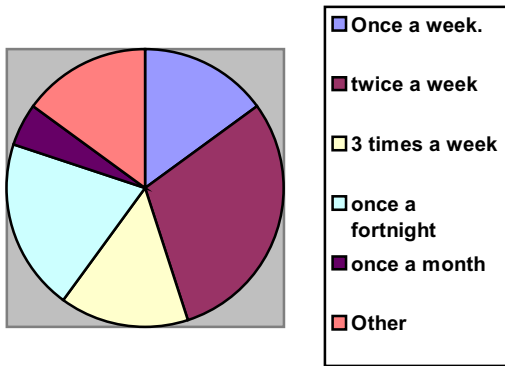
| | | | | | | |
|---------------|-----------|----|----|----|----|----|
| | Option A) | B) | C) | D) | E) | F) |
| No of People. | 0 | 5 | 3 | 6 | 4 | 2 |



This graph shows me very little, I believe as I cannot draw up any conclusion about it.

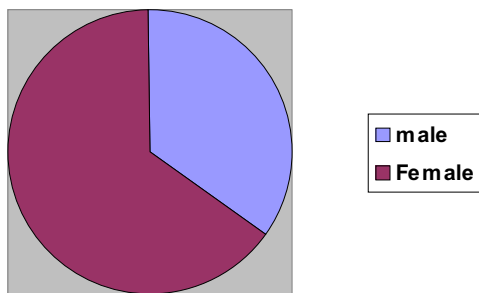
5.) How often do you come to this shop.

| | | | | | | |
|---------------|-----------|----|----|----|----|----|
| | Option A) | B) | C) | D) | E) | F) |
| No of People. | 3 | 6 | 3 | 4 | 1 | 3 |



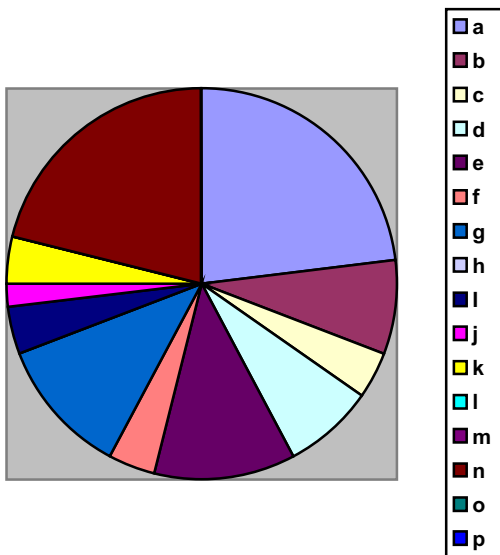
6.) What sex are you.

| | |
|------|--------|
| Male | Female |
| 7 | 13 |



7.) What items did you purchase?

| | | | | | | | | | | | | | | | | |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Option | A) | B) | C) | D) | E) | F) | G) | H) | I) | J) | K) | L) | M) | N) | O) | P) |
| No of People. | 12 | 4 | 2 | 4 | 6 | 2 | 6 | 0 | 3 | 1 | 2 | 0 | 0 | 11 | 2 | 0 |



8.) What items do you usually purchase?

Option A) B) C) D) E) F) G) H) I) J) K) L) M) N) O) P)
 17 6 6 5 6 2 8 0 3 1 1 0 0 14 1 0

No of People.

9) Why do you come here?

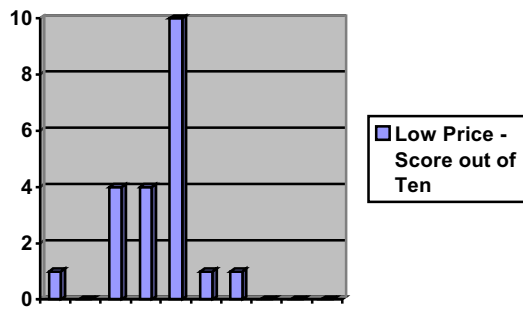
Option A) B) C) D)
 No of People. 1 16 1 2

10.)

Low prices

Score out of ten.

| | | | | | | | | | |
|---|---|---|---|----|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 0 | 4 | 4 | 10 | 1 | 1 | 0 | 0 | 0 |

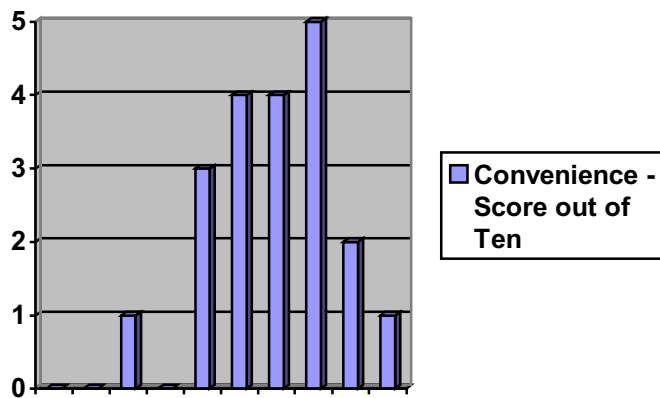


Number of people.

Convenience.

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 0 | 0 | 1 | 0 | 3 | 4 | 4 | 5 | 2 | 1 |

Score out of ten.

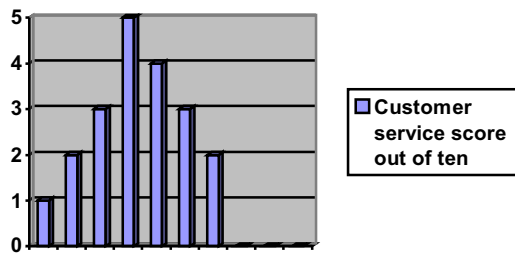


Customer service

Number of people.

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 2 | 3 | 5 | 4 | 3 | 2 | 0 | 0 | 0 |

Score out of ten

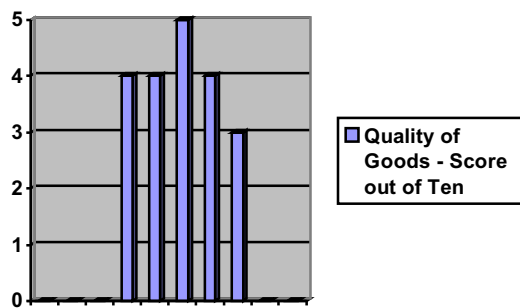


Number of people.

Quality of goods.

Score out of ten.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|
| 0 | 0 | 0 | 4 | 4 | 5 | 4 | 3 | 0 | 0 |



Number of people.

Observations: I have observed from these results several things, firstly that the majority of people coming to the shop lived very close to it, this explains why convenience scores were so high. Secondly that the prices in the store were generally not low (with few exceptions) and that they were about 10 pence higher than items at a supermarket. Also I noticed that people go to this shop for items such as Tobacco , sweets chocolates and drinks as these were some of the most popular items in my survey.

Conclusions: I conclude from my results that, my local store “Shop and Save” stays open for several different reasons they are, firstly that the shop is not located near another competing store as this could put sales down, making less profit or even putting it out of business. Secondly that nearly all the goods in the shop were over its plateau price in some cases by 10 or so pence. Thirdly that if people want goods like food, Tobacco alcohol, and other drinks it would either be easier or more economical to walk to their

local store rather than waste petrol by driving to the nearest supermarket, which provides exactly the same goods anyway. I believe this last factor Convenience, is the biggest because it is exactly why Local stores exist, people cannot always get to the nearest supermarket easily and Stores like this provide similar goods to some of the supermarket ones.