

Supermarkets: Answer key

A

BOGOF	KVI	DVD	CD	CCTV
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BOGOF is the acronym for 'buy one get one free'. A BOGOF is an attractive type of special offer which tempt customers to buy more than they need, helping to quickly shift stock

KVI - Supermarkets have discovered that there are a limited number of KVIs – Known Value Items such as bananas, milk, bread, baked beans. These goods are generally low priced to entice customer into the shop so that they can then be targeted with goods that will generate more profit.

DVD – now commonly known as "Digital Versatile Disc" is an optical disc storage media format popular for storing movies with high video and sound quality. DVDs and CDs are often located close to the entrance in the same area as newspapers, magazines and books.

CD - A Compact Disc (CD) is an optical disc used to store digital data and is the standard format for storing digital audio.

CCTV - Closed Circuit Television cameras [CCTV] are used by supermarkets to watch the customers and help capture thieves.

B

- Gondola ends
 - A gondola is a free-standing shelving unit found at the end of the aisle.
- Checkouts
 - These are found generally at the front of the supermarket.
- Essentials
 - You will always need to purchase bread, eggs, and milk. These essential items are displayed deep into the supermarket.
- Soap and detergents
 - These items are always placed near hardware, toilet paper or other non-food items to prevent contamination with food.

- Newspapers and magazines
 - These are generally found in an area close to the entrance.

- Offers for car insurance
 - These are found at the checkout where customers are in a stationary position and have time to read leaflets detailing the offers. It is more difficult to sell this product to a moving customer.

- Alcohol
 - Alcohol is always the last aisle before the checkouts.

- Decompression zone
 - The experience begins when you first enter the supermarket, where the supermarkets aim to create a comfortable and stress free atmosphere.

- Fruit and vegetables
 - This is the first food department the customer generally encounters.