

FIELDWORK: SUPERMARKET SURVEY

- Find seven products in the supermarket to research. You need to look for the first five in specific locations, but the last two can come from anywhere in the store.
- Record details of any promotions around the product, as well as details about the amount of sugar in the product.
- Once you have completed your research, fill in the comments section, writing down any observations about the products, prices, promotions, placement and sugar content.

PRODUCT NAME	PRICE	PROMOTION	PLACEMENT	SUGAR CONTENT
EG: FANTA Orange, 1L	\$6.71	Cardboard stand, "FANTA 1L"	End aisle	41g per 100g serve
1.			End aisle	
2.			Near registers	
3.			Near registers	
4.			Store front	
5.			Store front	
6.				
7.				
Comments on naming/branding:	Comments on prices:	Comments on promotion:	Comments on placement:	Comments on sugar content: