

FIELDWORK: WEBSITE SURVEY

- Find seven products from the supermarket website to research. You need to look for the first five in specific locations, but the last two can come from anywhere.
- 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	Big yellow bubble, 'sale' text	Front page - top	41g per 100g serve
1.			Front page	
2.			Front page	
3.			'Specials' page	
4.			'Specials' page	
5.			'Specials' page	
6.				
7.				
Comments on naming/branding:	Comments on prices:	Comments on promotion:	Comments on placement:	Comments on sugar content: