

Recommendations

What changes can the supermarket make to improve the business? Think about:

- *The products (new products? Change prices? Include more promotions/deals? Move the location of products? Increase advertising for unpopular products? How can you encourage people to buy more of the popular products and also try buying the unpopular products? What about using some new marketing strategies – internet, radio?? Which would be the best do you think?*
- *The atmosphere (is there a way to make the store more appealing?)*
- *The customers (what type of customers does the store mainly attract? How can you make the store more appealing for customer groups that don't currently come in?)*

You can do a bit of research for this section – but don't forget to reference! Here are some websites you could use:

you can use other academic websites, include references.

* [https://www.thebalance.com/effective-supermarket-promotional-ideas-1326141.](https://www.thebalance.com/effective-supermarket-promotional-ideas-1326141)

* <http://www.godigitalmarketing.com/learn/blog/4-unique-ways-to-improve-your-grocery-store-marketing>

* <http://smallbusiness.chron.com/tips-increasing-grocery-store-sales-42690.html>

And here's how you reference in the text:

According to Calentano (2016).....

Calentano (2016) writes/states that

..... (Calentano, 2016)