

# How to survive the SHOPPING BATTLEGROUND

Your mission, to get in and out of your store without overspending and over-filling your fridge. Good luck and Stop Food Waste!

ENTER



## GOING IN

Outside creep slowly past the **OVERSIZED SHOPPING TROLLEYS**

The larger the trolley, the more you'll spend so grab a smaller sized trolley or a basket instead.



Know your enemy **KEEP HUNGER AT BAY**

Eat something before you go shopping to avoid hunger driven purchases



Budget and beat the **ATM MACHINE**

Set a budget before you go to the shop and try to keep a running tally.

## IN THE STORE



Once inside watch out for the **FRESH SMELL SENSORS**

Fresh smells like bread & flowers create a temptation which leads to over spending.



Show no mercy to the **END CAP DISPLAYS**

These displays, like special offers, don't always mean a good deal. **BE WARY!**



Avoid being trapped in... **THE CENTRE AISLES**

General merchandise and canned goods are located here to draw in the shopper and expose them to nonessential items. Stay focused on your list!



Be calm when the **SHOP LAYOUT CHANGES!**

Shelves changing position is done because if you don't know where the items are, you'll end up spending more time in the shop.

## GETTING OUT

Get in and get out of **THE BACK-OF-SHOP-TRAP**

Dairy, eggs, meat, snacks and bottled goods are usually at the back of the shop so you see more than you need to.



Know what they want you to see **THE SCIENCE OF SHELF LAYOUT**

**TOP** - Smaller and gourmet brands don't have the budgets to pay for better placement.

**MID** - Here you tend to see higher-priced items or items with the highest markup.

**Kid's eye level** - Specifically located with kids appeal. If possible, leave the children at home



Keep the blinkers on and **AVOID CHECKOUT BUYS!**

This is the one of the most profitable areas in a shop. Put your blinkers on when you are in line and get out of there!



EXIT!!!