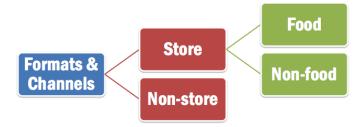
## How to best reach the TARGET CONSUMER... Vending Machine Vending Machine Possible Retail Channels Online Store Small Mult / Street Stores Stores

□ Retail channels:



- Vending machine are resurging
- Mobile app and online store customers point of views are different (when and where they access/shop are different)
  - Represent a specific configuration of the retail marketing mix (e.g. store size, typical location, merchandise, price and service offered)
  - Often from the core of the retail strategy

Store Based Retail Channels (Food Retail Channels)		
Supermarkets	Conventional Supermarkets:	
	<ul> <li>Mainstay of grocery retailing for decades, but currently experiencing decline</li> <li>Self-service stores</li> <li>Non-food items: 10 – 25%</li> <li>Located in cities and urban neighbourhood</li> <li>Currently facing intense competition from other grocery formats</li> </ul>	
	<ul> <li>→ supermarkets used to be <i>not</i> self service, but innovated</li> <li>→ food does not run on high margin, especially supermarkets</li> </ul>	

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Superstores	Superstores & Hypermarkets:
	•Larger stores with more diversified ranges – expanded deli, bakery, non-food, etc
	Offering a 'one-stop- shop' experience
	• Non-food items: 20 – 40% (higher profit)
	In shopping centres and greenfield sites.
	Generally follow either a <i>hi-low</i> or <i>EDLP</i> Pricing strategy.
	→ superstores are very interesting in customers POVs
Small stores	Small stores & Convenience:
	•Limited ranges and assortments – mental convenience as well as store size.
	• Focus on a fast & easy shopping experience. Long opening hours @
	a cost.
	• Limited food selection (essentials), focus on impulse lines.
	• Easy access to high- traffic areas (e.g. Near train stations, petrol stations).
	→ ready meal is more demanded nowadays with good quality
	ightarrow the growing one is mini supermarket; bigger than convenience store,
	smaller than supermarkets
	→ brands that are stocked are the right ones with right sizes too as it is based on research
	→ TESCO Express's fresh veggies vs 7/11 fresh veggies? Obviously
	TESCO
Hard discounters	Very aggressive pricing (20% - 30% below)
	ullet-Limited lines and range depth: high turnover focus (vol businesses). $ullet$
	ALDI filters what they sell based on research. ALDI offers less products than Coles and Woollies.
	•No-frills environment, no service.
	Focus on low-price store brands where possible.
	Changing selection of low priced, advertised, non-food items – store
	traffic drivers.
	Low-cost locations (not always)
	Product unpacked, on pallets.      It is it and a haring a great hardware.
	Limited choice – speedy shop     Non-food traffic drivers and margin improvers
	Non-food traffic drivers and margin improvers.     Own label brands
	→ supply chain is so efficient
	→ not a lot of staff because no personalised service due to less offered

	,
	products. Thus self service
	→ ALDI: running on low profit, low margin business, but high volume. Meaning it needs to bring customers in high volume (many purchases and many customers)  ALDI still sells Milo because the brand is important for customers, but make their own wafers such as KNOPPERS (own brands are more profitable)
	ALDI weekly sales: bring people in store, sell high margin products, FOMO (who needs sleeping bag in a form of onesie? 'Stock might run out!!!' etc)
Warehouse clubs	US-based, but expanding Sell to both end users and small/med businesses (30% / 70%). Limited lines and range depth, low prices. Membership for an annual fee. Large stores in low-cost locations. Simple, no-frills store environments. Branded items.
	<ul> <li>→ Usually B2B (restaurants, etc)</li> <li>→ only to members</li> <li>→ usually sell branded products at the lowest possible price by bulk buying</li> <li>→ do not break the bulk for you</li> <li>Eg Costco Wholesale</li> </ul>
Restaurant & cafes	Cafes, Restaurants & Take-away:  • Fastest growing retail sector in Australia.  • Consumption on-site and off-site.  • Freshly prepared & Pre-packaged items.  → offsite: ready meal → so restaurants are now starting to compete with
	other food retails

Store Based Retail Channels (Non-Food Retail Channels)		
Specialty Stores	<ul> <li>Specialise in one or few product or service categories.</li> <li>Good – high quality</li> <li>Narrow assortment, but range depth: better selection and choice.</li> <li>Knowledgeable staff → can read customers, know the products really</li> </ul>	