

## **Designing the Retail Strategy**

*Even a simple retail business, like a fruit and vegetable store, requires a clear strategy in order to be successful. This is actually becoming a greater challenge, given the expanded product offering of the major supermarket chains (who offer their own fruit and vegetable sections).*

*Your task in this activity is to determine your strategy for a suburban fruit and vegetable store, to ensure its continued success. A number of potential ideas have been listed below to get you started.*

### **Potential Success Factors for a Fruit and Vegetable Store**

- A broader range of produce (unusual fruits/vegetables)
- Higher quality produce (at higher prices)
- Lower prices (which may imply lower quality)
- Specialist in organic produce
- Specialist in particular produce (that is, just fruit)
- Convenient location (on a main road with easy parking)
- Fast service (have a drive-through store on a main road)
- Friendly and knowledgeable staff
- Provide a food preparation service as well (that is, cut up your fruit/vegetables while you wait)
- An exciting/attractive store look/design

### **Student Discussion Questions**

1. What success factors (from the above list) would you use in your fruit/vegetable store?
2. Do you think that your design would effectively meet a market need?
3. Do you think that your design will allow you to effectively compete against the big supermarket chains?