

Environmental Quality Survey

Name of Shop:

Tesco

Description of Area:

A supermarket that sells various types of merchandise to customers of different ethnic backgrounds.

Sells bakery items, and essential merchandises to customers.

Defined Scale 1 to 5:

Low 1 2 3 4 5 High

Quality of Air

Poor 1 2 3 4 5 Very Good

Lighting

Poor 1 2 3 4 5 Perfect

Lighting/Visibility Lighting/Visibility

Background noise

Very Noisy 1 2 3 4 5 No/Little Noise

Concentration Level

Hard to 1 2 3 4 5 Very Easy to Concentrate

Concentrate

Hygienic Level

Poor Hygiene 1 2 3 4 5 Very Good Hygiene

Space planning (Space)

Poor	1	2	3	4	5	Very Good
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Additional Notes

The supermarket has various types of security measures put in place at the entrance of the supermarket, and at the exit to prevent crimes and theft such as shoplifting.

Such as sensors placed at both the entrance and exit to detect if a product has not been purchased by the customer, and that they have the intent of shoplifting the item.

The overall floor/space planning is very good as it allows customers with shopping trolleys to be able to move around easily in the supermarket.

Shopping assistants are friendly and helpful when searching for products.

Customers tend to know what they are purchasing so they are well-informed, and there are some that browse the whole supermarket.

Tesco has also provided labels for each products allocated in their corresponding aisles providing description about the product, and if the product contains any sources that relate to allergy as well as product price details.

Background music may also have an affect on the customer concentration levels.