

Environmental Quality Survey

Name of Shop:

Aldi

Description of Area:

A supermarket that sells various types of merchandise to customers such as bakery goods, animal products, clothes and homeware products.

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 Lighting/Visibility	1	2	3	4	5	Perfect Lighting/Visibility
-----------------------------	---	---	---	---	---	--------------------------------

Background noise

Very Noisy	1	2	3	4	5	No/Little Noise
------------	---	---	---	---	---	--------------------

Concentration Level

Hard to Concentrate	1	2	3	4	5	Very Easy to Concentrate
------------------------	---	---	---	---	---	-----------------------------

Hygienic Level

Poor Hygiene	1	2	3	4	5	Very Good Hygiene
-----------------	---	---	---	---	---	----------------------

Space planning (Space)

Poor	1	2	3	4	5	Very Good
------	---	---	---	---	---	-----------

Additional Notes

Though hygienic level is very good, and that there is little background noise with regards to whispering and customers chatting, lighting is satisfactory which needs to be improved at an extent.

Although there is fluorescent ceiling lights and fridge lighting it can be improved as it results to eye straining when reading the products label or information.

There is a mixture of customers, such as majority simply browse the whole supermarket to

purchase an item, and some simply use a shopping list to browse for products that they require, thus some customers plan ahead.

Not all but some customers tend to make comparisons of the weight for products or comparisons of prices before making a decision to which products that they are likely to buy.

Also to note, it is easy to concentrate when browsing in the supermarket.