

Environmental Quality Survey

Name of Shop:

Lidl Supermarket

Description of Area:

A supermarket that sells not only groceries and daily essentials, but also advertises special offers and special products according to their advert 'food of the week' on a weekly basis.

Provide posters of the merchandises that will be available on the weekly basis at the entrance of the supermarket.

They sell and advertise food practices according to all ethnic types, and also provide various types of food for customers in order to meet their dietary requirements such as advertising/selling various types of foods for those who have lactose intolerance.

Defined Scale 1 to 5:

Low	1	2	3	4	5	High
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Quality of Air

Poor	1	2	3	4	5	Very Good
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Lighting

Poor Lighting/Visibility	1	2	3	4	5	Perfect Lighting/Visibility
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Background noise

Very Noisy	1	2	3	4	5	No or Little Noise
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Concentration Level

Hard to Concentrate	1	2	3	4	5	Very Easy to Concentrate
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Hygienic Level

Poor Hygiene	1	2	3	4	5	Very Good Hygiene
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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.

There are various types of shopping baskets categorised as small, normal and large.

Space/Floor planning is good as products are categorised in aisles, however with regards to spacing it is difficult move around in different aisles with a large shopping basket especially during rush hours and when there is a large number of customers browsing in stores.

There is some labels applied for products in aisles, however it does not provide additional information about allergies. Though they provide caution on walls regarding allergies.

They also have a weight measurer for measuring the net weight of fresh goods such as fruits and vegetables.

Shopping assistants are not helpful when searching for products.

There is a mixture of various types of customers such as most customers tend to browse the whole supermarket, and some customers tend to use shopping lists when browsing for products.

Although Lidl provides newsletters highlighting the products that will be available on a weekly basis, there are mostly delays in merchandises such as electronic goods.

Hygiene is satisfactory, though there may be times where there is mess in the dairy aisles, bakery, and animal product aisles such as eggs sploches due to customer carelessness.

Some customers, particularly family relatives tend to purchase dried fruits, or foods that contain high rich fibre such as oats, and wholemeal products due to stomach indigestion problems and other health-related reasons.

There may be warehouse obstacles such as pallets, or wire mesh baskets that affect the browsing of the aisles.