Course: Marketing in a digital world
Assignment 8: RedLaser exercise
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Share the information below for each of the five products (coffee, detergent, men's T-shirt, battery, television).

Product	Shop	Retail	Online
Coffe (DE)	4,30	4,20	4,25
Detergent (WC eend)	2,32	-	2,32
Mens´s T-shirt	10	9	9
Battery (Duracell)	3,20	2,95	2,70
TV	199	205	180

Calculate the total amount of money you would have saved by buying these items via an Internet retailer (not counting the cost of shipping). What did you learn from this?

Difference shop-retailer: 5,65 more expensive (retailers)

Difference shop-online: 20,55 cheaper

Lessons learned:

- The place I shop is rather cheap (compared to other retailers)
- Online shops are only slightly more expensive
- Expensive items (TV) tends to cheaper in absolute terms

How did you feel about using this shopping tool? Will you use it in the future? How will you use it?

I felt bad using the tool. It was as if I tried the shop to go bankrupt and cared about every penny. Further, I thought it was quite a hassle as not all the product I wanted to scan were available online (took a while to get the coffee). For the previous mentioned reasons, I doo not think I will use the tool again in the future.

How could this tool be enhanced? What would make it even more valuable?

As an enhancement I would recommend including more products. This increases the likelihood I will use the product (see previous question).