```
shopping_list = []
# fn to show items in list
def display_list():
    print("Items on your list:")
    for item in shopping_list:
        print(item)
# menu
while True:
    print(" welcome to the supermarket. here's the menu:")
    print("1.add item to the list")
    print("2.delete item from the list")
    print("3.display items on the list")
    print("4.exit")
    choice = input("enter your choice: ")
    if choice == '1':
        item = input("enter the item to add: ")
        shopping_list.append(item)
        print(item, "added to the list.")
    elif choice == '2':
        if len(shopping_list) == 0:
            print("the list is empty.")
        else:
            item = input("enter the item to delete: ")
            if item in shopping_list:
                shopping_list.remove(item)
                print(item, "removed from the list.")
            else:
                print(item, "is not in the list.")
    elif choice == '3':
        if len(shopping_list) == 0:
            print("the list is empty.")
        else:
            display list()
    elif choice == '4':
        print("exiting the supermarket system.")
        break
    else:
        print("invalid choice. Please select a valid option.")
```