

Where can be the next Supermarket, Grocery Store in Cologne Germany!!

Santhosh Vasudevan

31-March-2021

1. Introduction

1.1. Background & Motivation for New Supermarket

FMCG Fast Moving Consumer Goods are the products that sell quickly at relatively low cost. They are purchased for consumption by the average consumer who are part of normal common man population. They are basic essentials for sustenance of life products eg., Bread, Dairy, Fruits, Vegetables, Frozen foods, Meat and of course a huge list of household essentials. A supermarket is the first thing we look for in our neighborhood.

Having a supermarket that carries fresh fruit and veg is the number one indicator of the health of a neighborhood. Supermarkets are important indicators of financial and physical health.

Such a supermarket needs to be as close as possible to vast majority of the population. **This project is aimed at identifying densely populated areas which have relatively lesser Supermarket in the region and suggesting the optimal location for next hit Supermarket in the City of Cologne Germany.**

1.2. Problem Description

Modern communication has brought the order and delivery systems. Order online and have it delivered or pick it up. They don't charge extra or change the prices for this service so either the food is already marked up enough to cover it or the added competitive edge is worth the extra cost.

The Success of supermarket depends on lot of other factors like, the team working in the market will determine the level of customer service, how inventory is managed throughout the store, and general culture i.e., how the team in the store feels about upper management, their jobs etc). Most supermarkets now sell the same organic - /conventional products so Supermarket needs to have a difference in business and customer experience than other competitors.

However, the above limitations will not downplay the necessity of new supermarket in a city with population of 1 million. **This project will address the Supermarket Optimum location that will cater the needy population looking to walk, drive or travel less for visiting the Supermarket.**