Big Idea 2

Learning Activity 2

Questions:

1. Which shelf has the most breakfast cereal products on it?
2. Which manufacturers only have breakfast cereal products on the middle shelf?
3. What conclusions can be drawn from seeing that Woolworths’ breakfast cereals are only placed on the middle shelf?

Answers:

1. The middle shelf has the most products on it with 47.
2. Only Nestle and Woolworths have products only on the middle shelf.
3. The conclusions that can be drawn from this are that;
   - The middle shelf is at eye level and attracts the customer because of this,
   - The middle shelf sells better than those on the top & bottom shelves.