

Case study

„Scholarship program 2022“

Department: Trade




Topic: Assortment Analysis

- Analyze the Assortment of Sports Nutrition/Protein Food in Kaufland in comparison to the main competitors
- In your comparison, focus on the 3 Ps – Product (assortment), Placement and Pricing
- Work up at least three possible improvements on the assortment to be implemented
- Provide a solid argumentation for the changes you propose

Presentation materials:

Collect your findings in a Powerpoint presentation, following this structure:

- 1 Chart: Introduction & Structure – What is your approach, what are you checking, which sources of information are you using?
- 3–5 Charts: Actual evaluation – Document your study by sharing used information, pictures, calculations etc.
- 1 Chart: Management Summary – Sum up your findings on one page, sorted by relevance
- 1 Chart: Argumentation – Provide at least one strong argument per finding, to support your idea)

 <p>Target Provide proposals on possible improvements on the assortment, and defend your proposals with solid arguments</p>
 <p>Methodology On-site study & any other sources of information you have access to</p>
 <p>Results & Presentation Prepare a short Powerpoint presentation, using the structure provided, to present your findings</p>



Evaluation criteria:

- Passion for Retail & Efforts taken
- Structure & Logic
- Independent Working
- Creativity & Presentation Skills
- Argumentation Skills

Jury: Simon Haubrich, Mila Valkova

Good luck! 😊