

# Year 9 Commerce Assignment 2010

## Consumer Choice

Name:.....

All tasks are to be completed using ICT (computers). If you are unsure of any section, you should ask Mrs Loxley to help you. DO NOT submit your work in a display folder. The marks awarded can be found next to each question.

Due Date: Thursday 25<sup>th</sup> March, 2010

Assessment Value: 10%

Total.....%

Groceries account for 17.1% of average total household expenditure in Australia.  
Food and beverage manufacturing account for 21% of total Australian manufacturing.  
Supermarket and grocery revenue, for the year to January '07, was \$63billion.  
Total Woolworths' and Coles' grocery sales were \$59billion.  
Grocery market share held by Woolworths and Coles is 79%.

1 .Visit the website: [www.woolworths.com.au](http://www.woolworths.com.au)

From Our Story, what significant events occurred in the following years? (5 marks)

1924.....

1926.....

1955.....

.....

1960.....

.....

.....

.....

1964.....

1986.....

1996.....

1998-9.....

.....

2004.....

2007.....

.....

.....

.....

.....

2. How do we do business?

a) How is competition good for the consumer? (3 marks).....  
.....

b) What percentages of food and grocery sales in Australia are provided by: (4 marks)

Woolworths..... Coles/Bi-Lo..... IGA Foodworks.....

ALDI..... Franklins..... Mass Merchants.....

Other food retailers.....

c) Suggest what other types of retailers would be included in "Other Retailers Selling Food". (3 marks)

.....  
.....  
.....

d) Does your household purchase all of its fresh food from the major supermarket chains? Explain why/not. (3 marks)

.....  
.....  
.....  
.....

3. a) Woolworths offers seven of their own "brands" of products. Briefly describe (in one paragraph each) the characteristics and purpose of each brand. (7 marks)

3b) Why do you think that Woolworths offers such a range of 'house brands', in addition to traditional commercial brands from other companies? (3 marks)

4. Visit [www.coles.com.au](http://www.coles.com.au). (23 marks)

a) History: The first Coles store was established at..... in.....

In 1960.....

By 1973 .....

Today Coles has more than ..... employees and over ..... customer transactions a week.

Coles is owned by ..... who also own: .....

.....

..... mines including .....% of ..... in .....

i.....; c..... & f.....

i..... s..... e.....

b) Suggest 2 reasons why this large company would own such a variety and number of businesses in Australia.

.....  
.....  
.....  
.....

c) Coles Brand Products (5 marks) List the chief characteristics of:

Coles Smart Buy.....  
Coles Brand.....  
Coles Green Choice.....  
Coles Organic.....  
Coles Finest.....

5. ALDI Australia (14 marks)

What is ALDI's goal? .....

.....  
.....

ALDI has operated internationally for over ..... years. Its first Australian store opened in.....

It now has over ..... stores in ....., ....., ....., .....

ALDI groceries are made up of:.....

.....  
.....  
.....  
.....

ALDI special buys may include.....

.....  
.....  
.....

ALDI uses a "National Pricing" policy. Explain what this means for ALDI customers.

.....  
.....  
.....

6. Visit [www.iga.net.au](http://www.iga.net.au) a) (6 marks) IGA has operated in NSW/ACT for approx..... The ..... outlets can be one of two types. Distinguish between:

Channel One: .....  
.....

Channel Two: .....  
.....

b) (4 marks) By reviewing the IGA product range, explain 2 policies implemented that distinguish IGA from other supermarket chains.

7. Extended answer.(10 marks)

In a maximum of 500 words, explain what you have learned by completing this Research Task. What has surprised and/or interested you most about the Australian Grocery industry.