



SUPERMARKET

- LIDL, SPAR, ALDI, MATCH
- LESS CHOICE
- NO DEPARTMENTS just parts
- WE CAN FIND ASSISTANTS
- LESS CASH DESKS
- SELF SERVICE
- WE NEED A BASKET
- WE CAN CHOOSE BRANDS
- CHEAPER



HYPERMARKET

- METRO, TESCO, INTERSPAR, CORA
- LARGER PLACE
- WIDER RANGE OF GOODS/ PRODUCTS (WIDE CHOICE/SELECTION)
- OUTSIDE SHOPS=BOUTIQUES
- LOTS OF CASHDESKS/CASHIERS
- LESS ASSISTANTS
- EVERYTHING UNDER ONE ROOF



TYPE OF SHOPS



SELF-SERVICE SHOP

- COOP, PRIVAT, REAL
- WE NEED A BASKET
- SMALL/ JUST A FEW SHELVES/CASH-DESKS
- NO OUTSIDE BOUTIQUES
- A BIT MORE EXPENSIVE
- MORE LIMITED NUMBER OF BRANDS/ GOODS

COUNTER-SERVICE SHOP

- THE SHOP ASSISTANT SERVES YOU/ASK GOODS
- NO WIDE CHOICE/SELECTION
- NO BASKET



MALL

- WESTEND, KORZO, MAMUT, FORUM
- IT IS A SHOPPING CENTRE WITH ENTERTAINMENT FACILITIES



MARKET PLACE

- MARKET OF ÖRÖKÖSFÖLD AND LEHEL
- CUSTOMER CAN BARGAIN
- FRESH FRUITS AND VEGETABLES
- NO CHEMICALS IN GOODS
- GOODS FROM PRODUCERS
- HOME-GROWN
- YOU KNOW THE SELLER
- MORE EXPENSIVE BUT MORE HEALTHY



PAYING METHODS

PAYING BY:

- CASH
- BANK/ CREDIT CARD
- TRANSFER MONEY
- PAYPAL
- CHEQUE



WEBSHOP

- ONLINE: IT IS COMFORTABLE
- HOME DELIVERY
- DIFFERENT PAYING METHODS
- CAN BE CHEAPER
- TIME CONSUMING: we spend more time in front of the screen by searching
- SLOW: we have to wait for products

