

# Store Segments 2017

Segmentation allows us to get closer to our customers by better understanding how they shop at our stores, helping us tailor our offer to suit their needs.

## Everyday Convenience



"I visit my local Co-op a few times a week to top-up for the next couple of days. It's really handy!"

Majority of our estate with a variety of locations. Segments pivot around this offer

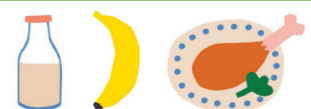
Basket Spend £6.50

Membership 20%

Key Missions Top up

% Estate 70%

Key Items



## Everyday Convenience +



"I get everything I need for a few days; fresh food for meals and packed lunches as well as staples to stock up the cupboards."

Range of locations for customers requiring an enhanced convenience offer

£8.80

30%

Stock up

19%

Key Items



## EC Urban



"I don't have time to do a big weekly shop, so I grab a few things on my way home from work."

Busy transient areas or metropolitan residential areas with time poor and cash rich customers

£5.50

10%

Food to Go & Meal for Tonight

8%

Key Items



## Local Supermarket



"This is the only store in the village and it's a long way to my nearest town, so I do my full week's shopping here."

More rural locations with limited competition. Customers do weekly shops with stronger membership

£13.20

50%

Main Shop

3%

Key Items

