

SUPERMARKET

Thinking about clever budgeting and saving money, average people have to fight more enemies than they would ever imagine. Sales marketing experts belong to them, as they represent the highly expert discipline of manipulating the customer towards highest possible spendings while shopping. This poster is symbolically called the Supermarket Self-Defense. It certainly does not cover everything you should know about the marketing tricks. However, at least it provides an insight. If you are interested in more information concerning this kind of marketing, have a look in the internet. You will find lots of interesting text and resources.

SELF-DEFENSE

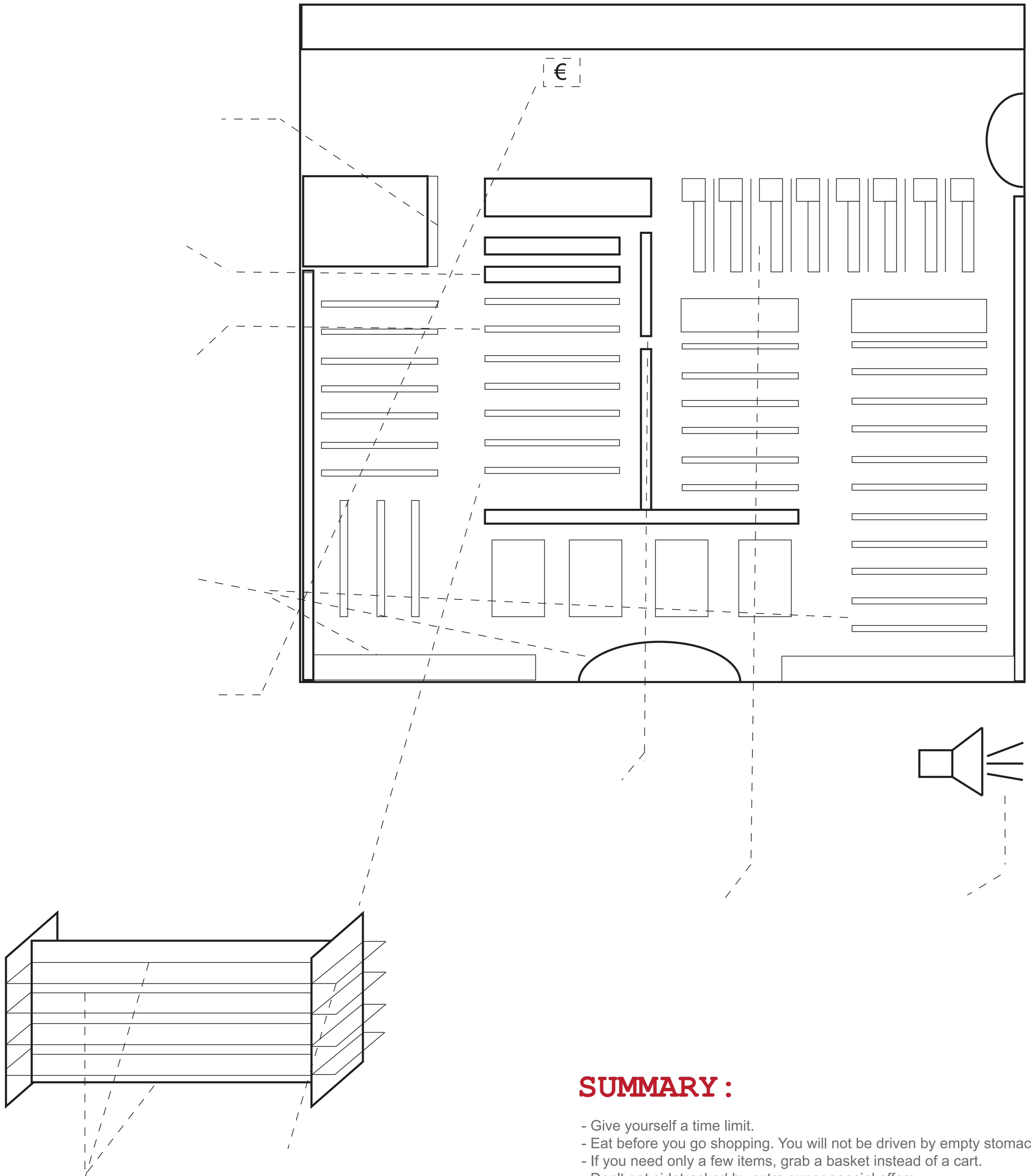


Financial Literacy Competencies
for Adult Learners



Education and Culture DG
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SUMMARY :

- Give yourself a time limit.
- Eat before you go shopping. You will not be driven by empty stomach.
- If you need only a few items, grab a basket instead of a cart.
- Don't get sidetracked by extra super special offers.
- Buy chips in the snack aisle, shampoo in the personal-care aisle, never other way round.
- Don't assume bulk = bargain. Check complementary offer
- Start shopping according to your list - from the back of the shop forward.
- Look high and low on the shelves, that's where the cheaper products are.
- Skip the bells and whistles like deluxe, premium plus. It's just a trick.