**Title:**

**Observation Report**

**Observation Site**

This report relates to the observation held on Monday 26th March in a local grocery store at Burwood Rd in Melbourne, ‘Safeway’. The timing of the observation period was in the evening

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Figure 1 Source : (Swait 2000)

**Log of customer behavior**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Number and Type of Customer** | **Nature of customers** | **Customer Behavior** | **Customer Needs and Wants** | **Information on timing** | **Remarks** |
| 1. Middle Aged Lady | Friendly and Specific on what was required | Was friendly with the staff, did not take much time on purchasing the items | Home Stuff purchased like vegetables, sauces etc | 5:13pm | Possibly a regular visitor as she knew the way around comfortably |
| 2. Sophisticated Working Man | Friendly and straight | Discussed with other customers about certain products | Juices, Milk and Stationary Items | 5:27 pm | Probably stopped on his way back home from work to buy a couple of things that were not quite urgent |

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