

# **Brisbane Markets Limited**

## **MYSTERY SHOPPING REPORT 2011**

### ***TOP SPOT FRUIT MART***

#### **WAVE 1**

#### ***Monthly Report SEPTEMBER 2011***

#### **MARKETSHARE ▶**

*What you don't know about your customers can hurt you!*

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### Disclaimer

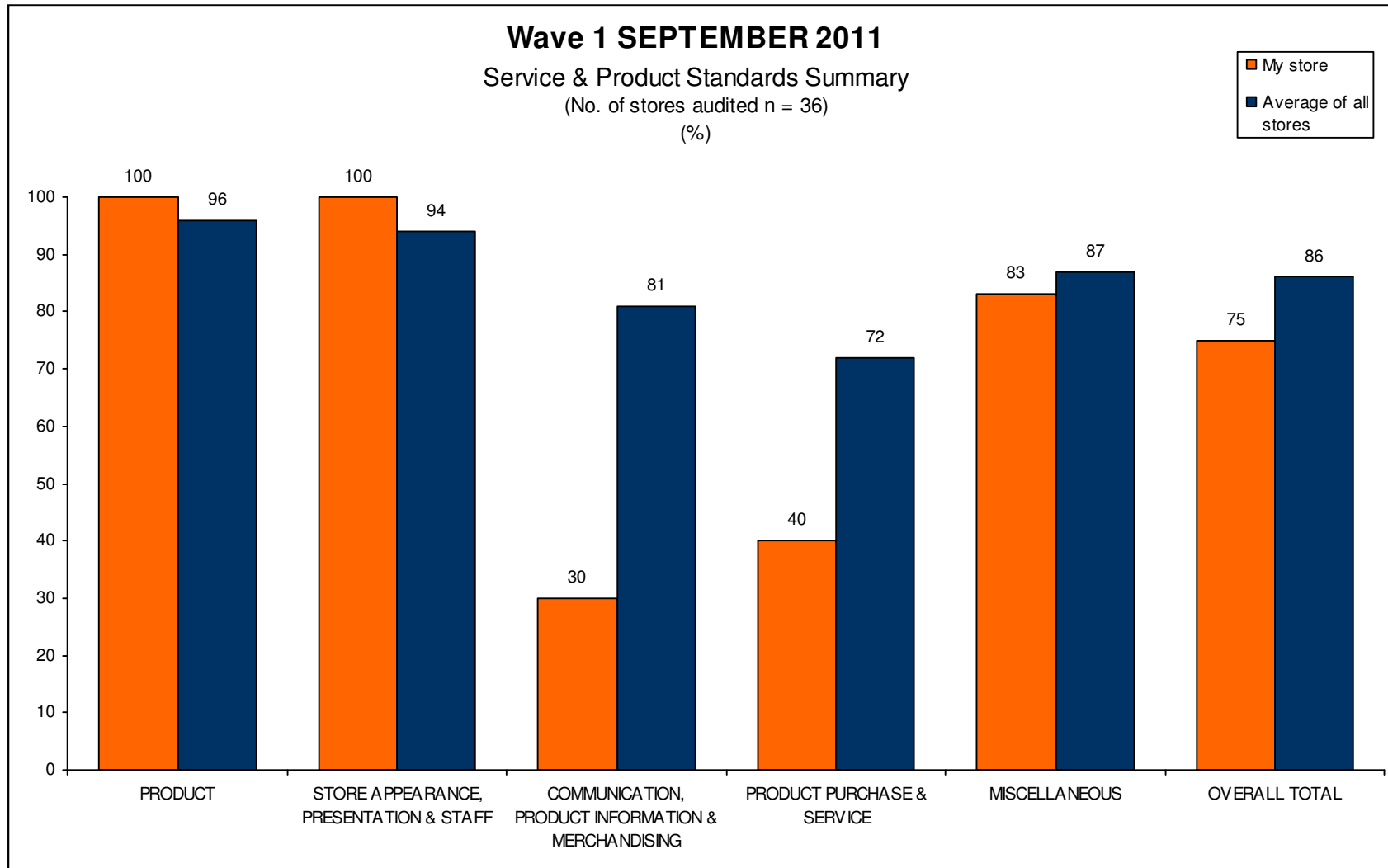
In accordance with our normal practice, we emphasise that the findings of this study and any recommendations contained in it are based on the sources indicated. However, as no independent verification is possible, neither the firm nor any employee of the firm takes responsibility for any errors which may occur, however caused.

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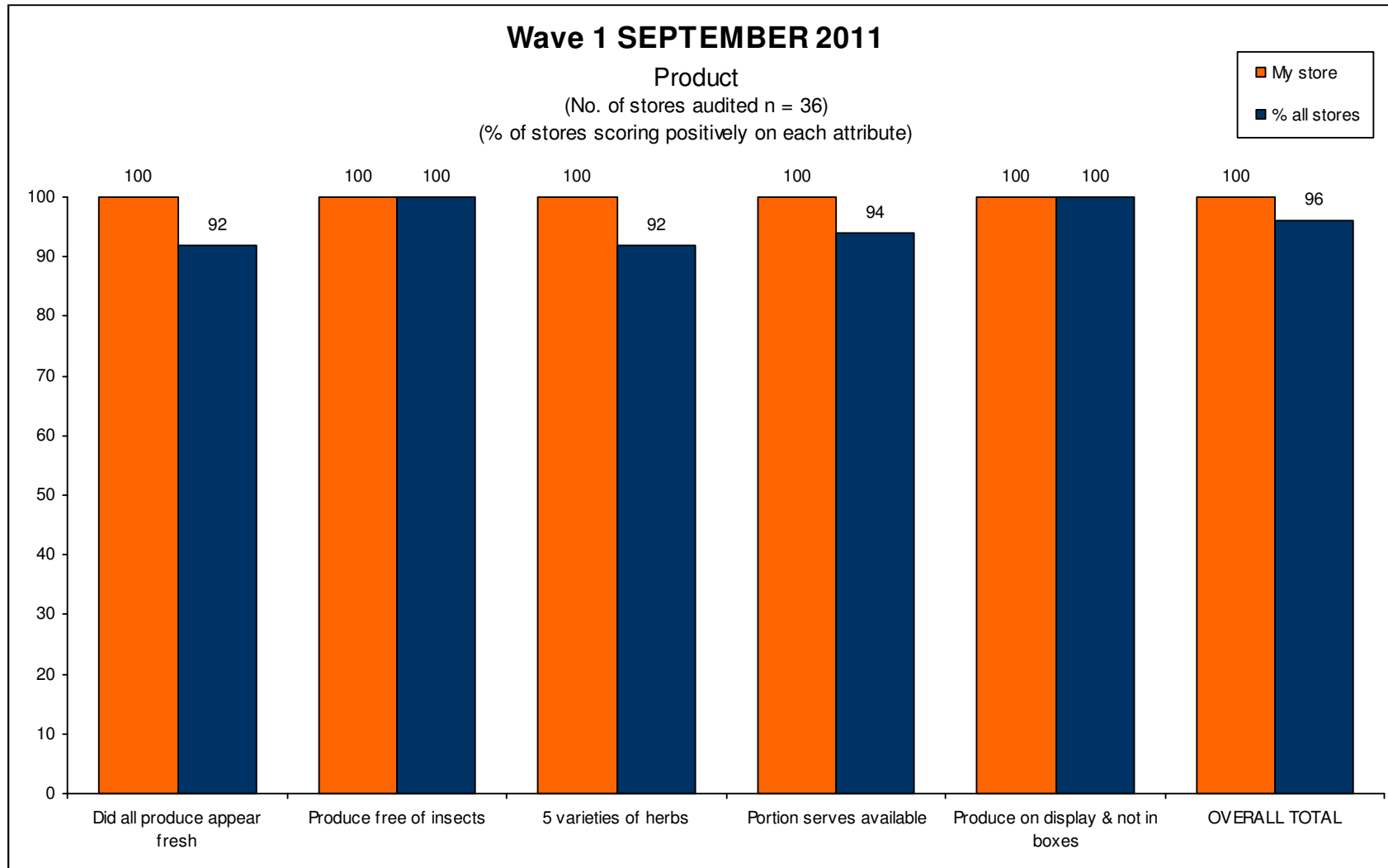
#### Marketshare Pty Ltd

Oxlade Drive, New Farm Queensland 4005 Australia ■ Tel: +61 7 3305 0777 Fax: +61 7 3305 0707  
 PO Box 2479 Fortitude Valley Queensland 4006 Australia  
[www.marketshare.com.au](http://www.marketshare.com.au)

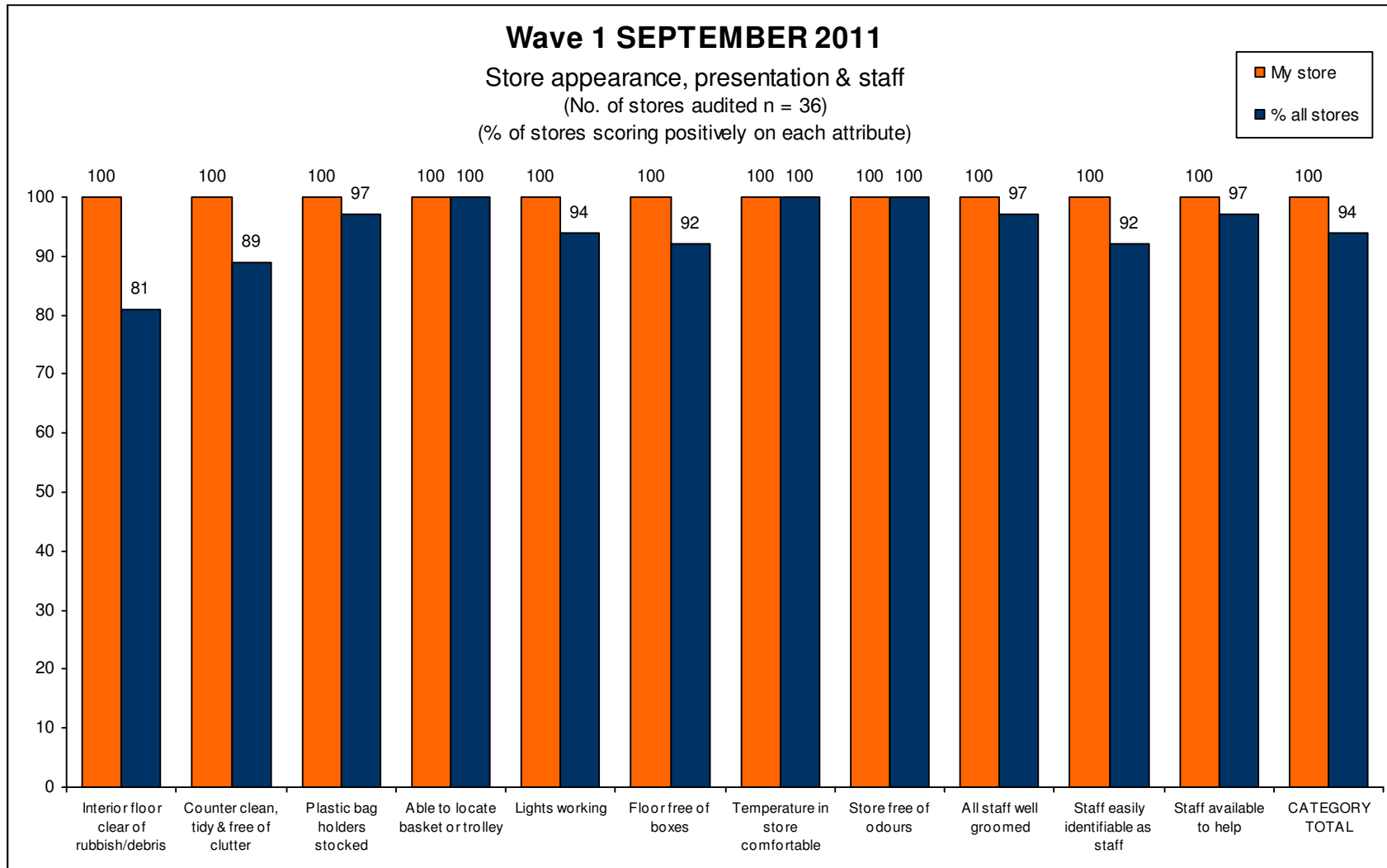
## Service standards summary



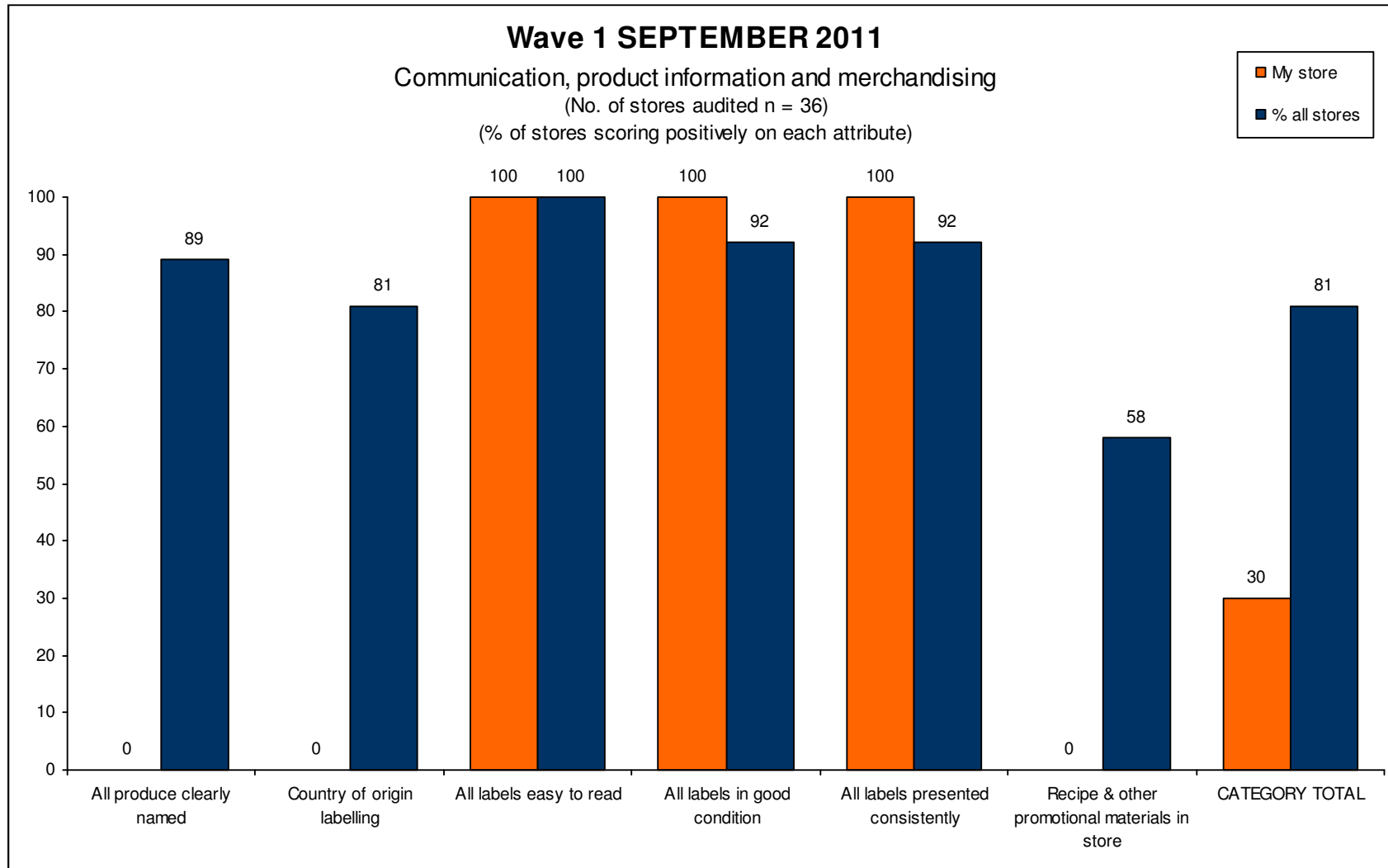
## Category summary – Product



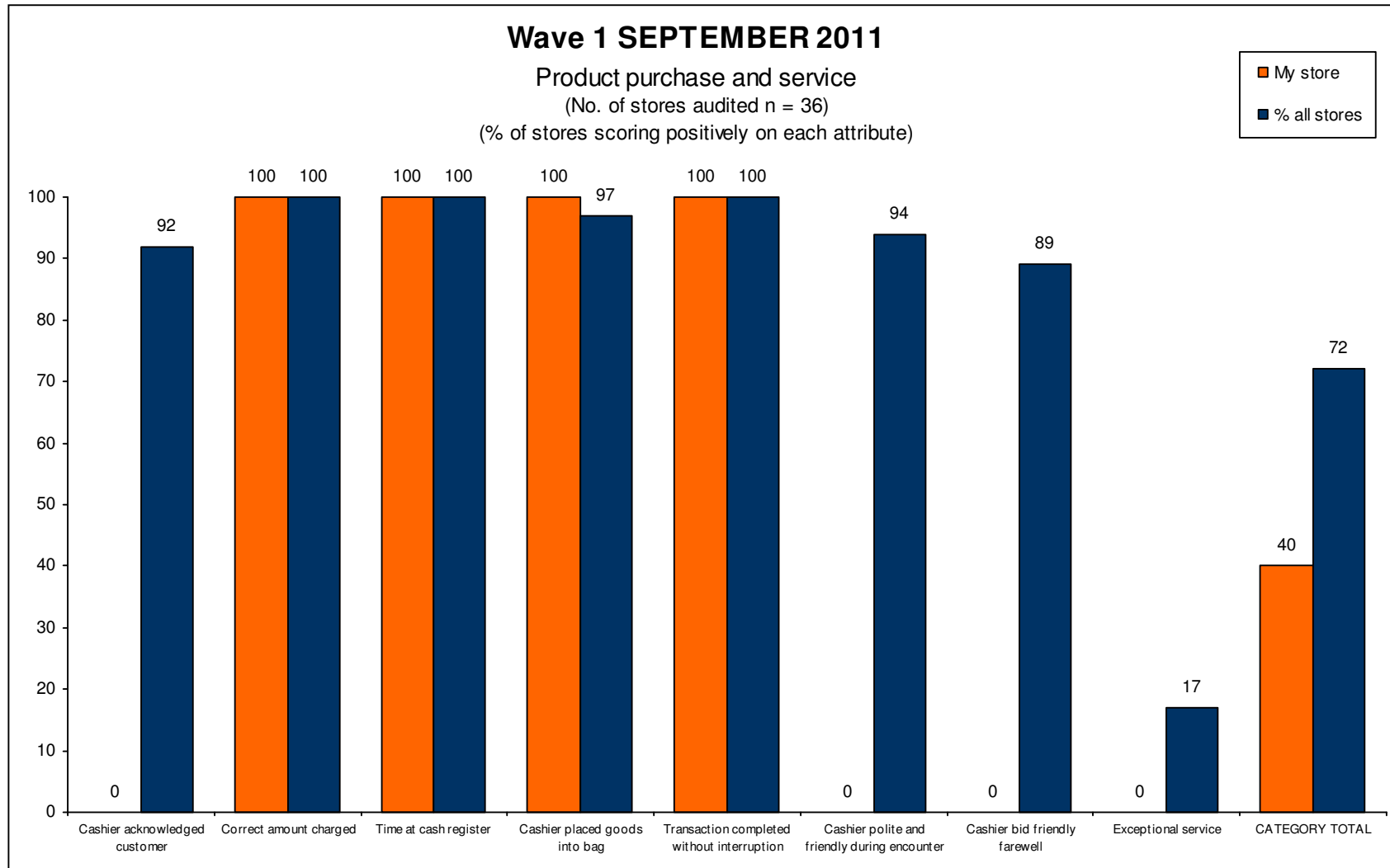
## Category summary – Store appearance, presentation & staff



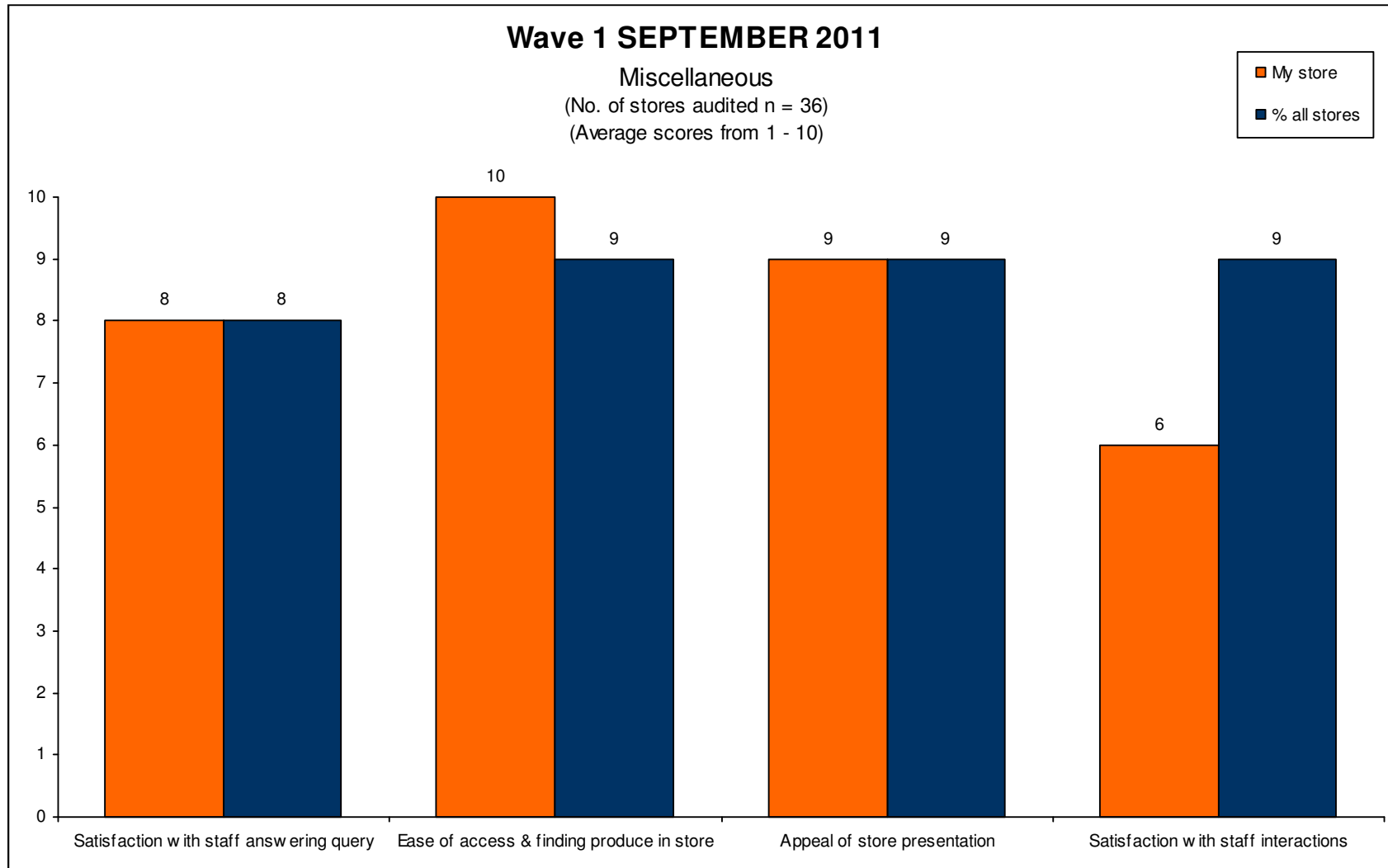
## Category summary – Communication, information & merchandising



## Category summary – Product purchase and service



## Category summary – Miscellaneous





**Marketshare Pty Ltd**

Oxlade Drive NEW FARM Queensland 4005  
PO Box 2479 Fortitude Valley BC Queensland 4006

**Tel: +61 7 3305 0777**

**Fax: +61 7 3305 0707**

Website: [www.marketshare.com.au](http://www.marketshare.com.au)