tail firms that participated consider to be their best plans. A more comprehensive report on the survey is being prepared and will be available in a few months. It will include diagrams of layouts for future consideration, including an analysis of a composite of the best three stores in the survey. In addition, information will be provided on (1) some of the other departments in the store, (2) the role of the store planners, and comments on the use of refrigerated equipment. Finally, a handbook for store layout will be prepared using the results of the survey, available published data, and interviews with knowledgeable professionals.

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EVALUATION OF ALTERNATIVE SYSTEMS OF HANDLING MILK AND ICE CREAM PRODUCTS IN SUPERMARKETS

by
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Purdue University
West Lafayette, Indiana

Study alternative systems designed to increase efficiency in the dairy departments.

Who

This investigation is funded by the Milk Industry Foundation and The International Association of Ice Cream Manufacturers, Washington, D.C. Other sponsors include Tyler-Clark Equipment Company, Indianapolis Division of Bordens, the Standard Division of National Tea Company and the Department of Agricultural Economics at Purdue University.

Why

Purpose of the study is

1. To evaluate alternative methods of handling dairy and ice cream products in supermarkets, with emphasis being given to fast moving, demanded items.

2. To develop systems of scheduling labor for supermarket dairy and ice cream departments based on time studies of selected handling systems. Improved work methods in selected key functions such as pricing and stocking will be detailed.

3. To provide guidelines for implementation of specific, improved handling systems for supermarket milk and ice cream departments which can become an integral part of a merchandising assistance program offered by dairy supply firms for their supermarket accounts.

What

The evaluation consists of three phases

1. Analysis of the Current Dairy and Ice Cream Operations in two selected Indianapolis supermarkets as to product movement, inventory investment, space allocation, labor inputs, vendor inputs and spoilage for major product classifications and individual products within classifications.

2. Modification of Current Operations to incorporate concepts of self-service selling with emphasis being given to labor scheduling, space allocation, strategic use of demand items in the display arrangement, elimination of slow moving items, family grouping of items as an aid to shopping and vertical or eye level merchandising.

3. Implementation of the Tote and Bossy Systems. The final phase of the study will concern further modification of improved handling by implementations and study of

a. the Clark tote in conjunction with the existing system of receiving, storage and display

b. the Clark tote plus a dolly to move milk, etc. from the receiving point to storage and display in the supermarket

c. the Clark tote and dolly used in conjunction with a modified display cabinet which allows the rolling totes to become part of the actual display

d. "Bossy" system to receive store and display milk in supermarkets (includes a modified supermarket display case)

Evaluation of these systems will involve measures of sales, inventory and space as summarized earlier with emphasis on detailed time studies of various functions for component, if necessary.

When

The initial phase of the investigation has been completed and is in report form. The second phase will be underway by December. Completion date is set for spring 1973.

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HANDLING SOLID WASTES IN SUPERMARKETS AND CONVENIENCE STORES

by
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Study looks at various solid waste handling systems for supermarkets and convenience stores.

Recent studies have indicated that the number one ecological problem of supermarkets is solid waste handling. One of the greatest needs is for better information and education among all levels of retail management to acquaint them with factual data on the alternatives available to them. An economic evaluation of existing methods for handling waste and returnables as well as the development of recommendations for systems that meet environmental requirements is urgently needed. Recognizing this problem, a project was initiated in June of this year to evaluate alternative waste handling systems in supermarkets under contract with SCS Engineers, Inc.

Ten representative retail food stores were selected for study. The following criteria were considered in selecting the stores:

A. Average Weekly Sales Volume. Five are high volume stores with sales approximating $100,000 each week and five are average volume stores with sales approximating $40,000 each week.

B. Waste Paper Management Practices. Each of the five stores uses one of the following as the primary processing/disposal element of its waste handling system: (a) stationary compactor, (b) baler, (c) conventional incinerator, (d) "starved air" incinerator, (e) bulk storage containers.