

1. Calculate the penetration share, share of wallet, usage index and market share for three leading supermarkets using the average monthly spend data given in table below. Assume that this sample of 5 customers is representative of the population of interest. Compare the performance of IGA with that of its competitors and recommend strategies for IGA's growth.

Customer	Average \$ grocery spend per month		
	Coles	Woolworths	IGA
C1	250	100	100
C2	140	320	150
C3	100	180	140
C4	300	60	50
C5	0	400	0