

Poundland

Hard times good for value shops



Link: <http://news.bbc.co.uk/1/hi/business/7687250.stm>

Questions

- What is meant by the term “recession”?
- Why do retailer’s positioned in the “middle ground” suffer during a recession
- What do you think is meant by the “value –end of retailing”
- What is unusual about the pricing strategy of Poundland?
- How long as Poundland been trading for?
- How many new stores has Poundland opened during 2008?
- How does Poundland manage to offer such low prices?
- What is the “AB social group”