



Task Title: Grocery Store Price Matching

OALCF Cover Sheet – Practitioner Copy

Learner Name: _____

Date Started: _____

Date Completed: _____

Successful Completion: Yes ☐ No ☐

Goal Path: Employment ☒ Apprenticeship ☐

Secondary School ☐ Post Secondary ☐ Independence ☒

Task Description: The learner will read information about price matching, review a grocery store's price matching policies, and answer questions.

Main Competency/Task Group/Level Indicator:

- Find and Use Information/Read continuous text/A1.2

Materials Required:

- Pen/pencil and paper and/or digital device

Learner Information

People working in customer service positions at retail stores need to understand price matching policies so they can serve their customers.

Price matching can also be a useful tool for saving money when shopping.

Read “What is Price Matching” and scan the price match information for No Frills grocery stores:

https://www.nofrills.ca/en/price-match?icid=gr_nf-wbb_cta_5_hub

What is Price Matching?

Price matching means a store will “match” a lower price that is advertised for the same product at a different store. Companies use this strategy to offer customers the lower price without leaving the store. This means they are still spending money at the store, instead of going somewhere else to purchase the same product at a lower price. This often improves customer loyalty.

A standard price match means that a store will match the price of the same product if it is cheaper at a different store.

Some stores will also offer price matching if their store has a sale after the customer has purchased a product. For example, if something goes on sale next week, stores may match the new sale price and give a customer money back from their full price purchase the week before.

Most price matching policies require the customer to bring in a flyer for the competitor’s store, or a receipt if they purchased something at a higher price from the same store. Price matching is usually time-limited. For example, most stores will not match a competitor’s price from a year ago, or refund a customer if they purchased an item for more money last year and it goes on sale today. Most stores also have a maximum quantity of purchase when price matching. For example, a customer may be able to price match up to four jars of pasta sauce, but additional jars would be at the regular price.

Price matching is one strategy customers can use to save money, particularly on things like groceries.

Work Sheet

Task 1: List two (2) types of price matching a store may offer.

Answer:

Task 2: List three (3) limitations stores often place on price matching.

Answer:

Task 3: List two (2) limitations No Frills has in their price matching policy.

Answer:

Task 4: Where should a customer request a price match when shopping at No Frills?

Answer:

Answers

Task 1: List two (2) types of price matching a store may offer.

Answer:

- Matching the price of the same product advertised at a different store
- Matching a current sale price if the customer previously paid full price for that product at the same store

Task 2: List three (3) limitations stores often place on price matching.

Answer: Any three of:

- Customer must bring in a flyer from the competitor's store showing lower price of same item
- Customer must have receipt from same store showing previously purchased item at a higher price
- Time-limited price matching (e.g. one week)
- Maximum quantity of price matched purchase of item (e.g. four jars at price matched price)

Task 3: List two (2) limitations No Frills has in their price matching policy.

Answer: Any two of

- Bring digital or print flyer
- Offer hasn't expired
- Offer is from a major supermarket competitor listed at the No Frills store
- Price match is for exactly the same item (brand, type size, measurement) as the item advertised at a different store

Task 4: Where should a customer request a price match when shopping at No Frills?

Answer: Ask at cash by showing them the competitor's advertisement before they scan the item.

Performance Descriptors

Levels	Performance Descriptors	Needs Work	Completes task with support from practitioner	Completes task independently
A1.2	scans text to locate information			
	locates multiple pieces of information in simple texts			
	makes low-level inferences			
	makes connections between sentences and between paragraphs in a single text			
	reads more complex texts to locate a single piece of information			
	follows the main events of descriptive, narrative and informational texts			
	obtains information from detailed reading			
	begins to identify sources and evaluate information			

This task: Was successfully completed ☐ Needs to be tried again ☐

Task Title: GroceryStorePriceMatching_EI_A1.2

Learner Comments:

Instructor (print):

Learner (print):