

TEXTE

Aldi looks at online move as shopping habits change

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Clive Perkins hasn't been to a supermarket since March, but he's just driven to an Aldi store in Loughborough to have his groceries delivered straight to his car.

10 He's one of the first customers to try its new click and collect trial - a loyal Aldi customer for the past nine years prior to the pandemic.

"We've done everything online," he tells the BBC. "We've been able to isolate because of the risk. We've got a regular slot with somebody else, but we'll drop that if this works."

15 For more than a decade, discounters have been the disruptors in the supermarket aisles, stealing customers from their bigger rivals and growing sales. But this pandemic has been disruptive for them. They've missed out on the huge boom in online store sales and increase in convenience store sales. Now Aldi's dipping its toe into the online food market, trialling several new concepts, including a Deliveroo rapid delivery service and a click and collect service.

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- 'Three quarters of UK does grocery shopping online'
 - Tesco joins Morrisons to limit sales of some items
 - Supermarkets Tesco, Asda, Aldi and Lidl go on hiring spree

25 "It's been an extraordinary six months, like nothing I've ever known in grocery," says Aldi's UK chief executive Giles Hurley. "The business performance has been very, very solid... but we also recognise customer habits are changing and that we need to evolve our business to meet the new demands and we're actively doing that."

Aldi's boss now wants to redefine discount retailing. The click and collect trial will soon expand to 15 stores.

30 "I'm very, very confident that this is a model that we can scale successfully," he says. "We have a unique model, a set of efficiency principles unrivalled in the market, and that it is my firm belief that we can apply those principles to picking and packing stock in a very efficient way for customers... I'm very excited about it."

All this would have been unthinkable for Aldi a year ago. The business has just posted its annual results for the year ending December 2019 showing an 8% increase in sales to £12.3bn as well as a 49% rise in pre-tax profits compared with the previous 12 months [...].

35 <https://www.bbc.com/news/business-54319940>

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