



ALDI vs. Woolworths by

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We were both interested in seeing which products from the stores (ALDI and Woolworths) taste better, are healthier and also which product is cheaper for the customer, therefore being classified as the 'ultimate product'. The taste rating was discovered via the use of sample (taste testing). Each participant was to taste both raviolis, unaware of which one was from which store. In total, 15 people were sampled, each participant varied in age and gender, therefore making for a fair experiment. After all the nominal (ordinal) data was collected, all were averaged together and assisted in calculating the mode, median and range.

Hypothesis: ALDI'S ravioli pasta is more affordable, healthier and tastes better than Woolworths select brand ravioli.

Product 1 - ALDI: *Ravioli Pasta*

Taste Rating (Average)	Cost	Fat/Sugars (per 100g)
Median = 4 Range = 2  4/5	\$4.29	Fats = 4.7g, sugars = 0.7g

Product 2 - Woolworths: *Ravioli Pasta home brand*

Taste Rating (Average)	Cost	Fat/Sugars (per 100g)
Median =3.5 Range = 3.5  3/5	\$3.55	Fats = 6.9g, sugars = 1.5g

Results: While ALDI's product costs more and the value for money is higher the packaging and overall mass of the product is significantly higher. ALDI also offers the healthier option of the product, having lower amounts of both fats/sugars. Lastly, ALDI also proved to provide the better product in the taste rating section of the study, this affirms the hypothesis 'ALDI'S ravioli pasta is more affordable, healthier and tastes better than Woolworths select brand ravioli'.

Limitations: We could only purchase a 625g ravioli (ALDI) and a 300g ravioli (Woolworths), meaning that we could not find an equal serve. Therefore by looking at our research ALDI is the cheaper option as the customer is receiving more ravioli for the amount they are paying.