

Annotation of the paper

1. Title: Aldi case study – the fight for the customers
(*A Belgian and Hungarian comparative market analysis*)
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5. Content

a) Main goal of paper: I compare the Hungarian and the Belgian market and customers behaviour. I look at the differences and the similarities between the two countries. I examine the fight for the customers, the consumer's behavior and the influence factors and draw the main conclusions. This shows the two discount stores' position in both markets so we can get clear picture about the competition in Hungary and in Belgium.

b) Content of paper: Aldi and Lidl are competitors with each other in Belgium and in Hungary, but in the Hungarian market the competition is not so intense. They have the same target customers. Their products and prices are similar. I think this is the reason why it is good for comparison. According to my hypothesis Aldi is less known in Hungary than the Lidl. I was looking for answers in my survey concerning of discount stores and its products' popularity.

c) Achieved results: The method of my research was a questionnaire-based query. With the help of that I could assess which stores are preferred by the customers, the frequency of purchase and how the goods of Aldi and Lidl are known.

I drew important conclusion from the fact that which stores can be found near-by. According to the respondents we can find both stores, neither or just the Lidl. So there is not such a place where we can find just Aldi in a town. Aldi tries to handle the competition and it creates new stores where the Lidl is present too.

In consequence I can say that Lidl has been better known and more preferred than Aldi in Hungary nowadays. The question can be asked whether Aldi will become a rival of Lidl and gain more customers in the coming years. According to analysers the competition will have been sharpened by 2012-2013 and these questions will have been answered as well.

6. Key words: discount stores, consumers, competition, Aldi, Lidl