

The goal of this work is an implementation of a supermarket simulator. You can build your own supermarket by placement of cases with goods, cashier counters etc. until you create the whole shop. Then we try to simulate shopping patterns of real customers. We focus on placement of best offers, discounts, ... and the success of their placement. Naturally we want to maximize spendings of each customer. To confront with the reality I designed a real supermarket. Many data like average shopping time and average total costs corresponded to the real ones. Further in my thesis I survey marketing techniques and tricks to influence shopping patterns of customers and I verify their effect in the simulation. At the end I shortly describe commercial simulation software.