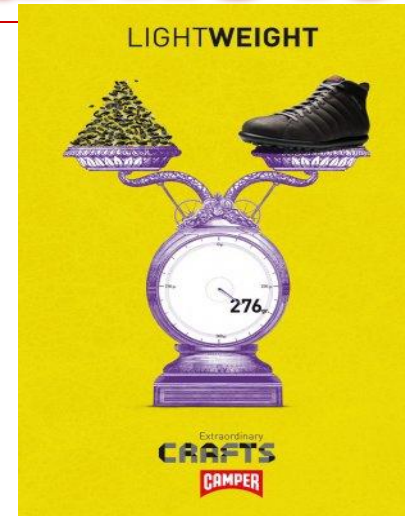


Prices and markets

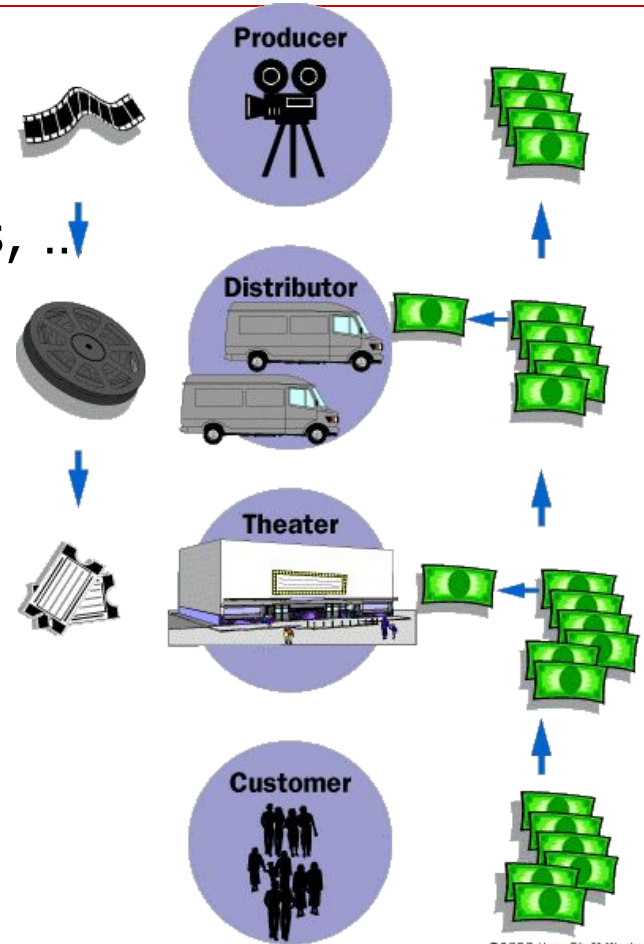


	16 GB	32 GB	64 GB
WiFi	\$499	\$599	\$699
WiFi + 3G	\$629	\$729	\$829



Movie-distribution-flow

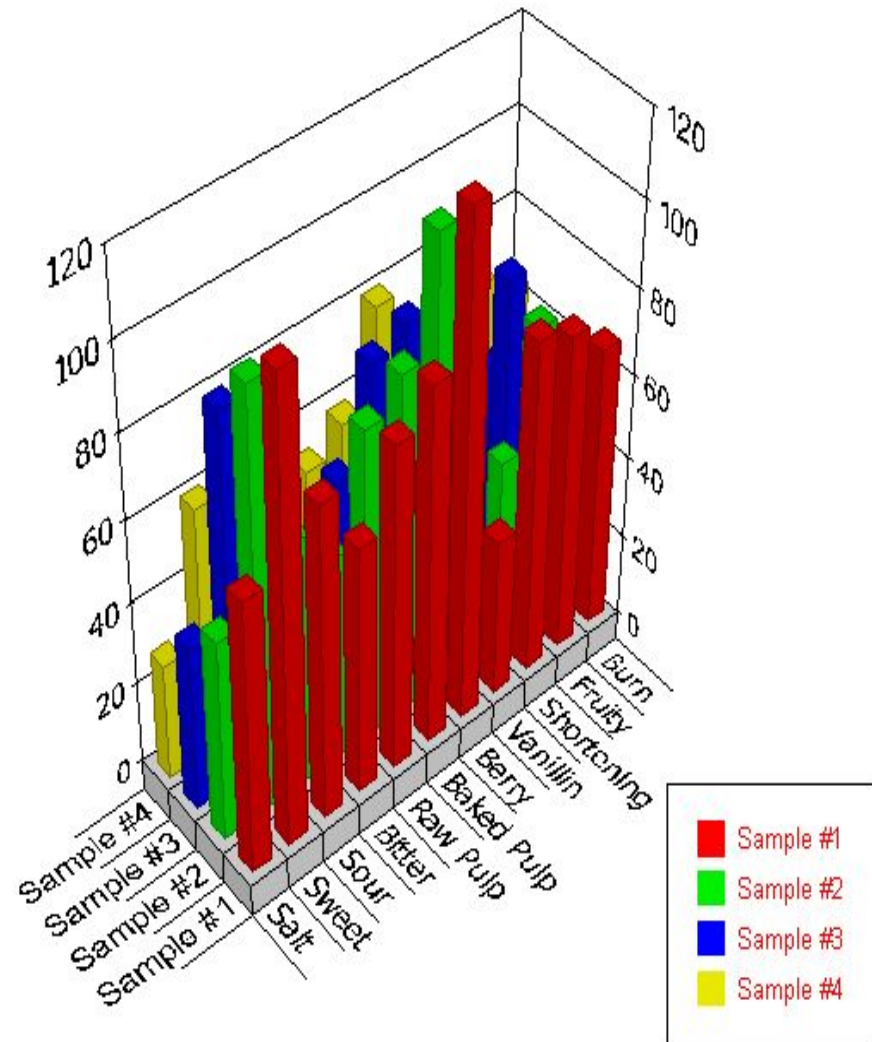
- Producer makes a film, ...
- Distributor runs container services, ...
- Theater demonstrates a film, ...
- Customer watches a film, ...



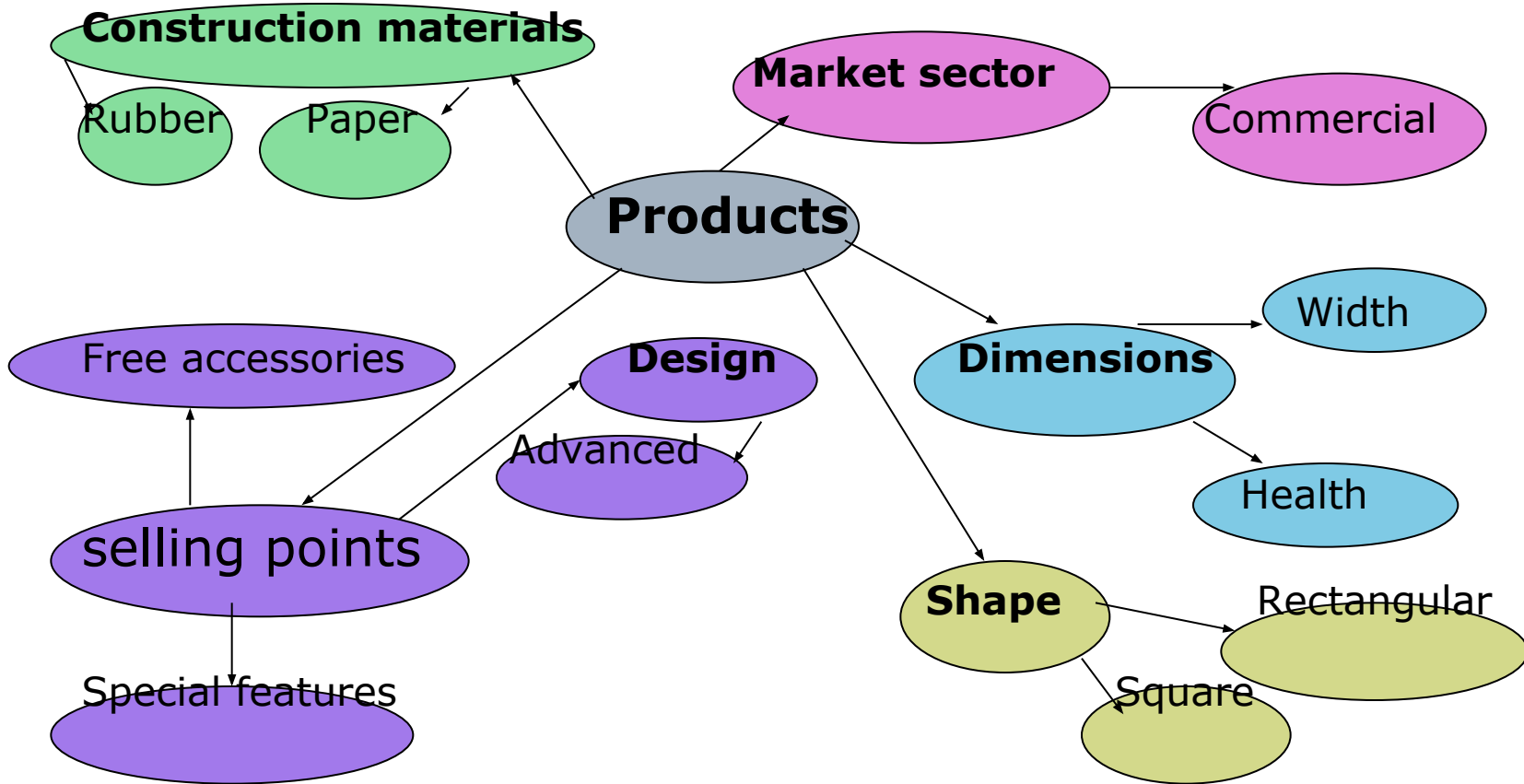
Products

**Which is the smallest/
biggest sector of food in**

- a) the 1st sample
- 2nd sample
- 3d sample
- 4th sample



Products



Products

What is it that you are selling?

- Manufacturing people will be thinking
 - Denny Doyle, consultant and founder of Digital Equipment Canada
 - Engineers would think
 - in terms of its functional specifications and marketing people would think more in terms of its features and benefits
 - about how to make it and along with the accounting group they will be wondering what it costs to make (or buy)
 - tells that the product is what you trade for cash
-

Prices



Three companies produce the cardboard boxes you need. You are deciding which company to buy from.

	EGP	The Card Company	Paper packs Ltd
Price per standard 1 cubic meter box	6.32	6.5	6.83
No. of styles of boxes in the range	14	25	27
Quality – faults per 1,000 units	0.2	1.7	2.0
Delivery period	2 days	1 day	4 days
Discount	5%	15%	11%
Quantity kept in stock	200.000	400.000	600.000
Terms of payment	15 days	30 days	60 days

Prices



Match the definitions with their descriptions:

a) Price	1. Large amount of money, property, etc that a person or country owns.
b) Wealth	2. Price paid for a thing: the high ~ of repairs
c) Value	3. Act of paying somebody/ something or being paid; amount of money to be paid.
d) Cost	4. As an amount of money for goods or a service.
e) Charge	5. The amount of money that you have to pay in order to buy something: <i>The charge the same prices in all their restaurant. The cameras range in ~ from \$150 to over \$600.</i>
f) Payment	6. Worth of something compared with its price.

Prices



Set prices from manufacturer to distributor - to dealer - to customer in logical order.

Marketing manager; manufacturer's selling price; middleman price, distributor price; market price.

Who among the following people is interested in: markup pricing; «skimming» prices; going-rate pricing?

- manufacture,
 - distributor,
 - marketing manager
-

Promotion



Categorize the words into three groups referring to: a) pricing; b) promotion; c) distribution.

Advertising, delivery, demand, transport, window display, supply, retailer, warehouse, poster, merchandising, direct channel, public relations, production costs, coupons, wholesaler, TV commercials, department store, press conference, mail order, lighted signs, no personal selling, improve packaging and marketable quality of the goods.

Promotion



Fill in the table using the words from the box:

1. Advertising
- 2.
- 3.
- 4.
- 5.
- 6.

Service levels, Quality, Public relations, Market coverage, Appearance, Channel motivation, Discounts, Locations, Personal selling, Service/Support, Brand, Budget, Leasing options, Packaging, Logistics, Allowances, Warranty, Message, Media, Financing.

Place (distribution)



Fill in the table using the words from the box:

- 1. Channel members**
- 2.
- 3.
- 4.
- 5.

Service levels, Quality, Public relations, Market coverage, Appearance, Channel motivation, Discounts, Locations, Personal selling, Service/Support, Brand, Budget, Leasing options, Packaging, Logistics, Allowances, Warranty, Message, Media, Financing.

Place (distribution)



The best channels, which a product can take in going from your shop to the customer is ...

- middleman along the way who is partner with you to sell something to the end-user.
 - to have its own loyal customer base along with sales and service offices to support this customer base.
 - to start at the point of final purchase
-