

# **“T&N” DISHWASHING MACHINE**

Economics 2  
Assem Nurbayeva  
Dayana Tumenbayeva

# Nowadays Technologies

- ⦿ Make our life easier and comfortable
- ⦿ Labor - saving
- ⦿ Time - saving



# Some limitations of dishwashing machines

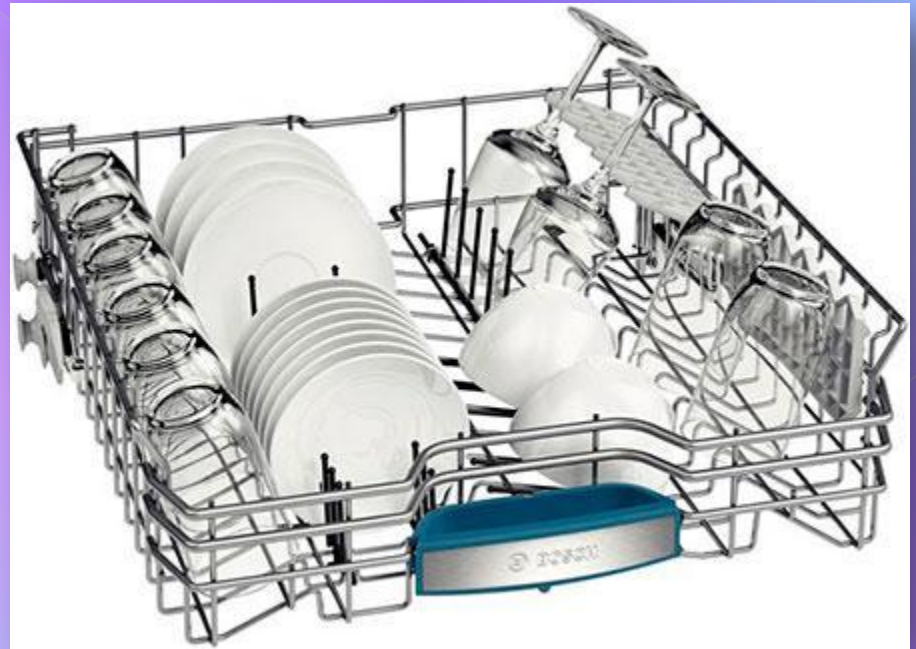
- ◉ Glassware;
- ◉ Plastic, tin, copper things, pottery cannot be cleaned in it;
- ◉ Silver and aluminum things can fade;
- ◉ Cracked and glued dish;





# Advantages of “T&N”

- Is soft and neat with any fragile
- Has a system which remove whole leftover
- Conserves approximately 35-40% of energy



# “T&N” dishwashing machine

- ◉ Societal marketing concept.
- ◉ Mission statement: “We help you to save time, energy and money that you can spend on more enjoyable activities”.
- ◉ Diversification growth strategy



# “T&N” dishwashing machine

- Q =  $n * q * p = 10700000 * 1 * 90000 = 963$  billion tg.
- Market - Penetration Pricing strategy
- $(531250 + 266250) * 0.83 = 661925$

