

“T&N” DISHWASHING MACHINE

Economics 2
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Nowadays Technologies

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



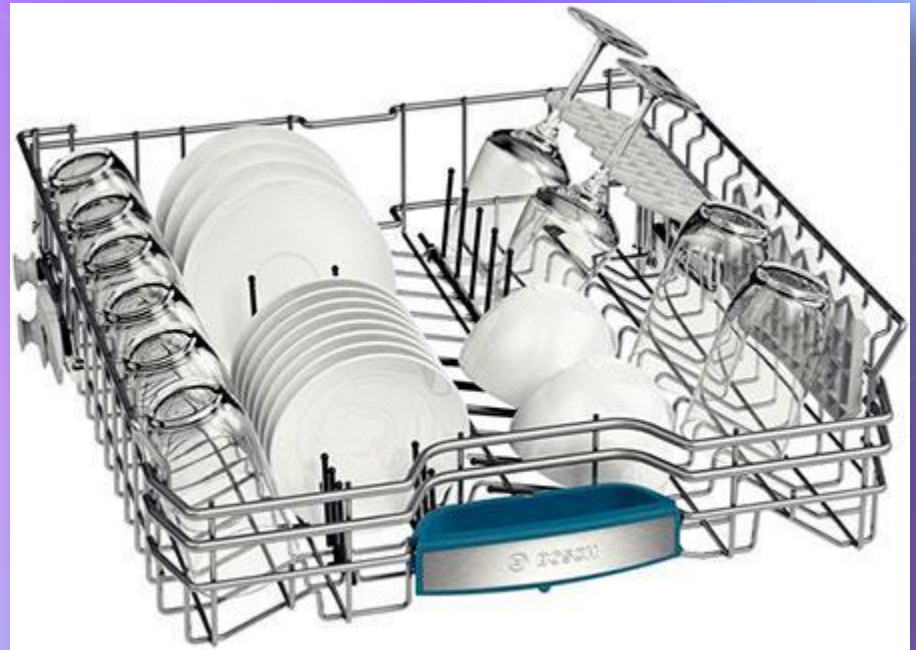
Some limitations of dishwashing machines

- 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
- $(531250 + 266250) * 0.83 = 661925$

