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25 22.2 . The Storage of Goods

- Production can exceed

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consumption or demand can decrease • Some goods are only available during certain seasons

- Purchasers will buy goods in bulk at a discount rate and then store them until needed.

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TM. STUDY. PLAY. Price. The
value in money or its equivalent
placed on a good or service.

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Return on investment (ROI) A financial calculation that is used to determine the relative profitability of a product. Market share.

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Section 25.1 1. Value is a matter

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of anticipated satisfaction. If a product is highly valued, the price can be a little higher, which is the case in very popular items like the iPod or certain video games.

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- Production can exceed consumption or demand can decrease
- Some goods are only available during certain seasons
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bulk at a discount rate and then store them until needed. Marketing Essentials--Chapter 25

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Chapter 25 I-Quiz 1. Return on
investment is a. the value in
money placed on a product or a
service. b. the relative profitability

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mass marketing can still be used
effectively by certain companies
for their products, one example of
a product that could be successful
using mass marketing techniques

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is: The generation who was the first to grow up with *dual income families* and were

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Chapter

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Chapter 25 I-Study Price is the

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value (in money or its equivalent) placed on a good or a service.

There are many forms of price: fees, fares, tuition, rent, wages, commissions, etc. Pricing is a key factor in the success or failure of a product or service, and therefore of a business. The

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Section 25.1 3. Relationship of

Product Value The value that a

customer places on an item or

service makes the difference in

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their spending. Value is a matter of anticipated satisfaction.

7) chapter 25 pricing - SlideShare Marketing Essentials Chapter 2.

Lily Taylor. 25 June 2020 .

question. The process of classifying people who form a

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given market into even smaller groups. answer. market segmentation. question. Identifies target markets and sets marketing mix choices that focus on those markets. answer ...

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Explain why promotion is an important marketing function.

Section 17.1 1. Promotion is an important marketing function because it is used to inform, persuade, or remind people about a company ' s products and its image.

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17.1

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