

First Name _____ Surname _____

Question 1

A. Business Check

What is one other visibility support measure? The company makes products with a general and differentiated model. Grade A is marketed at lower price or using visibility to differentiate products. The products targeted to younger age group (16-25 years old) called the series of Blue Beverage. The target market for teenagers with a low income group. Below

Options:

- i. **Offer free delivery**
- ii. **Offer a loyalty program**
- iii. **Offer 20% price reduction**
- iv. **Take visibility about the different products and aware the option of other's visibility in one application and better sales**
- v. **What are the individual costs products under CTC**
- vi. **What is the cost of promotional tool?**
- vii. **Offer visibility supporting measure used by different companies and brands, for example**