Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Activity 5.1, pg. 112

Identify a business that you think prices its products to

* Increase profit
* To maximize sales
* To meet competition
* To maintain a specific image

Explain the effect of those pricing decisions on the types of products each business sells and the customers they attract.