**AS Business Studies: Pricing Strategies Starter Activity**

For each of the following, decide which retailer you would buy the product from and consider why you would buy it from that retailer.

Option 1)

|  |  |  |
| --- | --- | --- |
| **Product** | **Amazon.com Price** | **Play.com Price** |
| DVD | £10.48 | £9.99 |
| Buy? (Tick Box) |  |  |

Why would you buy it from your chosen retailer?................................................

Option 2)

|  |  |  |
| --- | --- | --- |
| **Product** | **George (ASDA)** | **Topshop/Topman** |
| Hoodie/Jumper | £6.99 | £12.48 |
| Buy? (Tick Box) |  |  |

Why would you buy it from your chosen retailer?................................................

Option 3)

|  |  |  |
| --- | --- | --- |
| **Product** | **Tesco** | **ASDA** |
| Pizza | £2.00 | £1.99 |
| Buy? (Tick Box) |  |  |

Why would you buy it from your chosen retailer?................................................

Option 4)

|  |  |  |
| --- | --- | --- |
| **Product** | **Tesco Local Shop** | **Local Shop** |
| Pint of Milk | £0.45 | £1.29 |
| Buy? (Tick Box) |  |  |

Why would you buy it from your chosen retailer?................................................