

Pricing for Profit Exercise One

Please name 5 "cheap / reusable / throwaway" items you have bought in the past 3 months.

Product Name	Was It The Cheapest Available?	How Much Of a Factor Was Price In The Purchasing Decision?	Did you feel you got good VALUE from the product?

Now list 5 larger items you have bought in the past year that you just "liked" (clothes, car, washing machine, electric tooth brush etc)

Product Name	Was It The Cheapest Available?	How Much Of a Factor Was Price In The Purchasing Decision?	Did you feel you got good VALUE from the product?

Is everything you bought the cheapest available?