**Product Trial and Repeat Purchase**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| E | A | K | P | K | M | T | E | S | W | S | W | L | E | C |
| V | S | Y | S | L | T | K | X | C | H | R | E | M | Z | O |
| Q | P | A | L | Z | I | G | I | S | I | E | I | X | A | C |
| W | T | S | H | O | H | R | T | T | E | F | S | O | P | S |
| E | K | J | T | C | Y | A | E | R | A | F | F | G | P | E |
| J | X | E | S | G | R | A | F | U | J | O | T | O | L | T |
| N | A | P | S | B | E | U | L | Q | G | L | O | L | E | T |
| M | E | Q | U | E | P | C | P | T | I | A | A | R | S | I |
| O | V | C | Q | L | P | W | I | T | Y | I | C | O | T | N |
| D | K | P | O | E | N | V | C | D | A | C | B | H | O | Q |
| S | G | N | I | T | S | E | T | Y | R | E | A | Q | R | I |
| X | Z | G | D | W | D | B | G | D | Q | P | P | R | E | U |
| O | W | Q | I | N | N | J | I | F | P | S | V | E | D | C |
| P | R | O | D | U | C | T | T | R | I | A | L | T | R | T |
| S | V | R | X | R | W | A | X | U | J | F | G | D | I | M |

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|  |
| APPLESTORE | FREE | LOYALTYCARD |
| OFFICE | PRODUCTTRIAL | REPEATPURCHASE |
| SPECIALOFFERS | STARBUCKS | TESCO |
| TESTING |  |  |

Find the words in the wordsearch and then use them to complete the paragraph below:

Businesses use \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_ to try to persuade customers to try one of their products or services. For example in an \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ you can test the equipment or in an \_\_\_\_\_\_\_\_shopyou can try on the products to see if they fit. To keep customers, a business will aim to encourage \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ . To keep customers coming back to them \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ give customers a \_\_\_\_\_\_\_\_ \_\_\_\_\_\_ which is stamped every time you purchase and after 10 stamps you will receive a \_\_\_\_\_ drink. If you shop at \_\_\_\_\_\_\_\_\_\_\_\_\_ you can use your loyalty card to gain points. The points can then be used to get money off or to get \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ like a free entry to Alton Towers.

**Topic 3.2 Product Trial and Repurchase: Starter Activity**



1. Write down a definition of the following key terms:

|  |  |
| --- | --- |
| **Key Term:** | **Definition:** |
| **Product Trial** |  |
| **Public Relations** |  |
| **Viral Marketing** |  |
| **Penetration Pricing** |  |
| **Trade Buyers** |  |
| **Wholesalers** |  |
| **Retailers** |  |

1. Are all these strategies effective for all business? If yes or no give an explanation why.

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