1. Complete the definitions listed in the table below

|  |  |
| --- | --- |
| Branding |  |
| Unique Selling Point (USP) |  |
| Value Added |  |
| Customer Needs |  |
| Customer Wants |  |
| Goods |  |

2. The table below shows the price of carrots at various outlets and at different stages of production. Explain the various reasons why the Prepared Essential Carrot Batons at Waitrose retail at £1.28 per kg more than the Loose Carrots at Tesco.

|  |  |
| --- | --- |
| Product | Price |
| Carrots – loose at Tesco  | 60p per kg |
| Organic Carrots – 600g bag at Tesco | £1.43 per kg |
| Essential Prepared Carrot Batons – 600g bag at Waitrose | £1.88 per kg |

Extension Questions

3. The price of the 2016 BBC Great British Bake Off At Home book retails at the following prices:

|  |  |
| --- | --- |
| Recommended Retail Price | £20.00 |
| Waterstones (during a book signing event following the final episode) | £15.00 |
| Lakeland | £11.00 |
| Thebookpeople .co.uk | £7.99 |
| WHSmith (online) | £9.99 |
| Amazon (prime) | £7.99 |

All prices at 28 October 2016

Analyse why the price of the BBC Great British Bake Off book ranges from £7.99 to £15.00 on the day that the book was priced. What factors are therefore contributing to its value added?

Why do you think that no retailer is charging the full RRP on the day following the Bake Off final?