**NAME: ………………………………………………………………………………………**

**ACTIVITY/TASK**

* Firms may use a variety of sales promotion tools to help them increase short-term sales. Choosing from the below list of possible tools, identify which one/s would be most appropriate for:
1. A newly launched chocolate bar
2. Computer software (for editing digital photos)
3. A woman’s fashion clothing store

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Sales Promotion Tools** | **Chocolate bar?** | **Computer software?** | **Clothing store?** |
| 1 | A 20% discount |  |  |  |
| 2 | 20% extra free |  |  |  |
| 3 | A two-for-one deal |  |  |  |
| 4 | Discount via a coupon (e.g. shop-a-docket) |  |  |  |
| 5 | A competition (e.g. win a PlayStation) |  |  |  |
| 6 | Extra points on a loyalty program |  |  |  |
| 7 | Buy another product at a discount |  |  |  |
| 8 | Access code for special website |  |  |  |
| 9 | Give a free sample |  |  |  |
| 10 | Have a big in-store display |  |  |  |

**QUESTIONS**

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| 1. Start this activity by completing the above table.
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| 1. How effective do you think sales promotions are in generating sales and gaining new customers?
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| 1. Is there a danger in overusing sales promotions?
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