

Name: _____

Date: _____

What's it worth to you?

- *Select 5 products to research such as cell phone, stereo, walkman, trip, car, clothing*
- *Research the Internet and print resources for coupons, discounts, interest free loans, GM Visa card, points collected from various department stores or gas stations, Air Miles Program, No Sales Tax events, No Interest Paid for a year, memberships or other purchase incentives that are associated with that product.*
- *Summarize the results in the table below.*

Product	Sale/ Discount	Purchase Incentive Type	Value of Purchase Incentive *	Subtotal	Taxes	Final Cost

* If value of purchase incentive is not obvious, ask your teacher.

1. What makes you want to buy a product?

2. How do advertisers entice you to purchase something you do not need?

3. What is a sales promotion?

4. Name some common types of sales promotions.

5. Why do companies do this? Explain and provide examples.
