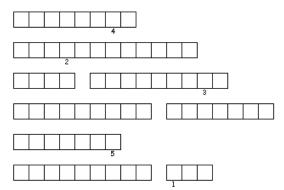
WILL YOU BREAKOUT?



- 1. Intangible
- 2. Statistics describing people by gender, marital status, ethnicity
- 3. One strategy, all customers
- 4. Strive to meet the needs and wants of customers while generating a profit
- 5. Added value
- 6. Product, Price, Place, Promotion