Exercise

# 1. Distinguish Your Business

Tom is the store manager of a local retail store that sells electronics (televisions, stereos, computers, etc). A new electronics store opens in town that carries similar brands and offers similar pricing. What is the best way for Tom’s business to distinguish themselves in the marketplace and increase revenues?

Choose the correct option below and expand your answer with some relevant points.

a. Lower their prices

b. Offer a 30 day guarantee

c. Provide excellent customer service