

8.7: Discussion Questions

1. If you could open a business right now, what would it be? Who would be your target market?
 2. Look at the Wag! website <https://wagwalking.com/> and determine the 7Ps of this service. Do they work well together? Why or why not?
 3. Give an example of a company that uses bundle pricing and explain why it uses this method.
 4. Discuss how market research can benefit entrepreneurs.
 5. What is the difference between qualitative and quantitative data?
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