**Product Differentiation**   
**Activities**   
  
**1. What is meant by the term ‘product differentiation’?**

The term means when there are a variety of the same product which are very similar but have little things different about them.   
  
**2. List three examples of products that use the differentiation strategy?**

The examples are:   
**· Coke   
· Bread   
· Cereal**   
  
**3. Examine the two cafés in the cartoon shown opposite.**   
**(a) List the features used by ‘Chez Paris’ to achieve product differentiation.**

They have designed it in a way that it is able to attract customers. They have a wide variety of food which is shown by the menu at the front.  
**(b) Which café do you think most customers will select? Why?**

I think it would be the same because some like food that is elegant and over pricy but some will see two dollars as very cheap and convenient and a good price for breakfast.

**4. In small groups, choose a product or service with which you are familiar and list the types of differentiation strategies used to promote it. Share your answer with the rest of the class. You may wish to prepare this as a PowerPoint presentation.**

I have chosen the McDonalds Angus burger. They have promoted it by saying it’s all Australian meat patty and shown what is in it and have described it by using high grammatical and fancy words and use lines like that “Fancy Salad” and called the drinks white wine for lemonade and coke for red they do all this because they are promoting it as a fancy burger.   
  
**7. In what ways is the Fair Trade movement committed to selling and production practices that are ethically responsible? For help, use the Fair Trade weblink in your eBookPLUS.**

They get better working conditions and pay for workers in third world countries. They also help producers gain knowledge and skills.