# Product Research

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### Razor A Kick Scooter

Price Range: \$27.05 - \$95.21



- Demand factors:
  - Kids want scooters
  - Razor scooters are popular
- Supply factors:
  - Cheap labor from China
  - Cheap materials
- Elasticity:
  - This is an elastic product: if the price increases, people will buy other brands.

# Real Madrid Jersey

#### **Product Specs**

- Demand Factors:
  - Fans and athletic people wants it.
  - Real Madrid is very popular.
- Supply Factors:
  - Cheap labor in China and some other nations.
- Elasticity:
  - This product is inelastic: if its price goes up, fans will still buy it.

Range Price: \$89.99 - \$123.45



### Ps4

Price Range: \$399.99 - \$319.81



- Demand Factor:
  - Gamers and kids wants it.
  - Brand new & popular PlayStation
- Supply Factor:
  - Good programs & graphics
  - Cheap labor in China and other nations.
- Elasticity:
  - This is an inelastic product: if price goes up, gamers and kids will still buy it.

## IPhone 6

#### **Product Specs**

- Demand Factor:
  - Popular.
  - People wants it in a high demand.
- Supply Factor:
  - □ iOS 8.4
  - Manufactured
- Elasticity:
  - This product is inelasticity:
     if its price is too high,
     people will still buy it.

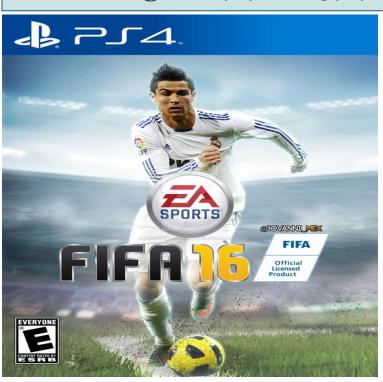
Price Range: \$648.55 - \$569.00





## FIFA 16 (Game)

Price Range: \$69.96 - \$59.96



- Demand Factor:
  - Wants it for gamers
  - Brand new FIFA
- Supply Factor:
  - Best graphics
- Elasticity:
  - This is an elastic product: if the price goes up, gamers will still buy it.

## Beats Studio 2.0

#### **Product Specs**

- Demand Factor:
  - Popular product
  - Teenagers want it
- Supply Factor:
  - Good quality of stereo
  - Manufacture
- Elasticity:
  - This product is inelastic: if its prices increases, it will be substituted buy some other product.

Price Range: \$229.95 - \$99.99



# Apple MacBook

Price Range: \$1,299.00 - \$1279.99



- Demand Factor:
  - Needed by students
- Supply Factor:
  - Cheap labor in China and some other countries
  - Advanced technology
- Elasticity:
  - This is an elastic product: if the price is too high, people will buy something else.

# Ecko Unltd. Men's Trademark Fleece Full Zip Hoodie-Black

#### **Product Specs**

- Demand Factors:
  - Wanted by skaters
- Supply Factor:
  - Cheap labor in China and some other countries.
  - Manufactured
- Elasticity:
  - This product is elastic: if its price goes up, consumers will buy something else.

Price Range: \$29.98 - \$44.98



## **Adidas Shoes**

Price Range: \$25.95 - \$153.54



- Demand Factors:
  - Wanted by teenagers
- Supply Factor:
  - Cheap labor in Germany
  - Manufactured
- Elasticity:
  - this is an elastic product: if its price increases, people will stop buying it.

## Soccer Cleats

#### **Product Specs**

- Demand Factor:
  - Athletic people wants it
  - Autographed by Cristiano Ronaldo
- Supply Factor:
  - Manufactured
- Elasticity:
  - This is an inelastic product: if its price good up, fan will still buy it.

Price Range: \$649.95 - \$734.94



## Nike Pitch EPL soccer ball

Price Range: \$18.00 - \$39.00



- Demand Factor:
  - Athletic people want it
- Supply Factor:
  - Manufactured
- Elasticity:
  - This is an inelastic product.
    If its price increases,
    athletic people will still buy
    it.