

試題編號 Question No.

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a) Firstly, the price setting must be profitable. The selling price must at least breakeven to the cost or otherwise it would lead to company's losses. As the smartphones need a lot of investment cost and also the production cost, the price need to be set higher than the total cost so that to generate profit for the company.

Secondly, the price need to be competitive to its competitors. As the smartphones market nowadays become more mature, there are a lot of competitors on the market and they would have a price competition. The smartphone manufacture needs to attract more customers by the new smartphone functions and also the price. If the price is more reasonable and attractive, customers would like to choose your product rather than products from other companies. Therefore, the price need to be competitive to its competitors.

Thirdly, the smartphone manufacturer, also need to know clearly about the market position of the company. As above has mentioned, if the market is more mature, it would promotes keen competition between companies. If the company is a market leader or market challenger, the price needs

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to be more competitive and tend to generate more profits for the company. For market followers, they would just follow the general price and the features of the smartphones from other brands. For market nichers, they would set a relatively low price to attract customers and survive in the market. Therefore, the company needs to locate its marketing position clearly and specifically when considering the price for its new mobile phone.

Fourthly, the price must be reasonable. The price cannot be too highly set or lowly set. The smartphone manufacturer needs to consider the local economy ~~sit~~ situation and also the general market price when setting the price for its new mobile phone.

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b) Firstly, the customers need recognition. Some of the customers may think their phone is not new enough or the features are not enough <sup>for them</sup>. Also, they may receive some ideas from family and friends. These factors would higher the desier. to buy a new smart phone.

Then, they would do some information research. For example, which is the latest brand, the features, the price, the outlook etc to collect different information before making decisions.

Thirdly, customers would compare different products. Customers may compare the outlook, the features, the price, others opinions etc to choose the most suitable smart phone for themselves.

Forthly, after choosing the most suitable smart phone for themselves, they would have a purchase action. It means that customers would purchase the smart phone which they think is the most suitable for themselves.

At last, they would have some post purchase action. After purchasing the products, customers would use it

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for a period of time. Some may need some checking or some repairing service after purchasing the products. This can help the customers to higher satisfaction towards the product purchased.

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