

Marketing Essentials Chapter 33

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Marketing Essentials Chapter 33, Section 33.2 A franchise X is a legal agreement to sell a parent company's product or services in a designated geographic area. The franchisee invests money and pays an annual fee and a share of the profits. The franchisor provides a well-known name, business plan, advertising, and proven methods and products.

Unit 11

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Marketing Essentials © 2009 Chapter 33 I-Quiz 1. What are two disadvantages of entrepreneurship? a. Hard work b. Long hours c. Financial risk d. All of the above 2. Ways to become an entrepreneur are a. purchasing an existing business or a franchise. b. starting a new business. c. taking over the family's business. d. all of the above. 3.

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Marketing Essentials © 2009 Chapter 33 I-Study Entrepreneurship is the process of starting and operating your own business. Advantages of entrepreneurship include being your own boss and earning a high income. Entrepreneurs set their own work schedules, try out their own ideas, and make company decisions.

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33.2Business Ownership Forms of Business Organization. To form a corporation, an entrepreneur must file Articles of Incorporation. Articles of Incorporation. Identifies the name and address of a new corporation, its purpose, the names of the initial directors, and the amount of stock that will be issued to each director.

Chapter 33

Marketing Essentials Chapter 33. 15 terms. Chapter 33. 31 terms. Marketing Ch. 33. 10 terms. Chapter 33 - Entrepreneurial Concepts. OTHER SETS BY THIS CREATOR. 15 terms. Main Idea. 25 terms. ACT Reading (Close Reading) 16 terms. Chapter 12. 10 terms. Business Letter. THIS SET IS OFTEN IN FOLDERS WITH...

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Marketing Essentials n Chapter 33 Entrepreneurial Concepts Section 33.1 Entrepreneurship 1 SECTION 33.1 What You'll Learn Entrepreneurship The meaning of entrepreneurship How to identify the risks involved in entrepreneurship The advantages and disadvantages of entrepreneurship How to identify the personal characteristics and skills entrepreneurs need The scope of small business in the ...

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Chapter 33 introduces students to the process of starting and managing a business. Chapter 34 then discusses the economic, natural, and human risks inherent in business ownership. Chapter 35 discusses how potential business owners create a business plan to give an overall picture of a proposed business to potential investors and lenders.

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Marketing Essentials is the top selling book in marketing education because it's clear, it's comprehensive, and it gives teachers the support materials they need. This popular text has been revised to include chapters on the most current topics in marketing, including e-marketing, marketing ethics, and international and cross-cultural marketing.

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5/11/2017 Test: Marketing EssentialsChapter 26 | Quizlet 1/3 6 Written questions 1. including several complementary products in a package that is sold at a single price INCORRECT No answer given THE ANSWER bundle pricing 2. a store offers all merchandise in a given category at certain prices INCORRECT No answer given THE ANSWER price lining 3. technique that involves setting prices that ...

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