Teacher Answer Key

Case Study

1. FitNow offered a 30-day trial membership for just $1 to attract new customers with low financial risk.

2. Members may have lost motivation after the initial excitement faded. FitNow addressed this by creating personalized fitness plans and mobile app features to boost engagement.

Multiple Choice

1. A

2. C

3. B

Matching

1-E, 2-D, 3-A, 4-C, 5-B

Fill-in-the-Blank

1) real-time, 2) December, 3) New Year

Short Answer (Sample Responses)

Q1: Answers may vary. Example: Gyms use discounts and promotions like $1 trials to attract new members and lock them into long-term contracts for steady revenue.

Q2: Answers may vary. Example: Technology enables impulse purchases through online shopping and mobile payment systems, streamlining the consumer experience.

Q3: Answers may vary. Example: Positive: Boosts local economies through increased revenue and job creation. Negative: Leads to higher credit card debt among consumers.