

Tweeter

1. Tweeter initially focused on the *Quality/Service* segment. It now also wants to target the *Price-Biters*. What factors motivated it to target this additional market?
2. How do Tweeter's prices compare with its competitors?
3. How do customers perceive that Tweeter's prices compare with its competitors?
4. What factors (cues) influence customers' price perceptions of Tweeter?
5. Does Tweeter have the resources to compete effectively for the *Price-Biters*?
6. Is EDFP consistent with Tweeter's market research describing buyer behavior?
7. The evidence regarding the effectiveness of APP is ambiguous. Rather than debating its effectiveness, consider what factors affects its effectiveness.
 - Is APP consistent with Tweeter's market research describing buyer behavior?
 - Are there any obstacles to APP working?
8. Could APP be a sustainable source of differentiation?