

## **Session 14.**

***Tweeter, etc. (F, March 4).***

### **Discussion Questions**

1. How is Tweeter positioned in the market before and after their change in marketing strategy (APP & EDFP)?
2. Describe customer behavior in the Boston area consumer electronics market before Tweeter's change in strategy? Do quality/service consumers behave differently than price-biter consumers?
3. Is Tweeter trying to change those behaviors with APP and EDFP? If so, how?
4. How is Tweeter trying to make money in the consumer electronics market? Circuit City?
5. Is APP an effective strategy for Tweeter? EDFP? Are there alternative strategies that will work better to achieve Tweeter's goals?
6. Will Circuit City match APP and EDFP?

### **Case Reading**

Tweeter, etc. (9-597-028)

### **Assignment Due**

One of four assignments eligible for a case report.