

# Research Project



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# Samsung HD Video Recording

## Product Specs:

### Demand factors:

- ❖ Contain many accessories with it
- ❖ People love to record and save special moments

### Supply factors:

- ❖ Capture those special moments
- ❖ high-definition digital camcorder features a 52x optical zoom to get close to the action

### Elasticity:

This is an elastic product: if the price increases, people will buy other brands.

Price Range:  
\$162.00-219.52



# OWL JEWELRY

## Product Specs:

Price Range: \$9.90-22.00

### **Demand factors:**

- ❖ Contain nice color
- ❖ Many girls love owls

### **Supply factors:**

- ❖ People will pay for have crystals
- ❖ Biggest synthetic jewelry

### **Elasticity:**

This is an elastic product: if the price increases, people can substitute the product.



# PILLOW

## Product Specs:

**Price Range:** \$15.49-39.00

### **Demand factors:**

- Comfort
- Decoration

### **Supply factors:**

- Handmade
- Sold by [USA Big Deals](#)

### **Elasticity:**

This is an elastic product: if the price increases, people can substitute the product.



# HP Stream Laptop

Price Range:\$186.10-199.99

## Product Specs:

### **Demand factors:**

- ❖ Education
- ❖ Work

### **Supply factors:**

- ❖ Technology improvement
- ❖ High demand

### **Inelastic:**

People need a computer for everything work and education





# Backpack

## Product Specs:

Price range: \$26.99-32.99

## **Demand factors:**

- A tool to carry school equipment
- Nice color

## **Supply factors:**

- 100% Brand New
- Exporting to more than 20 countries, such as Europe, America, Middle East and Australia

## **Elasticity or Inelastic:**

Is a little bit of both can have substitution but people will buy it at any price for school.



# Nike Shoes

## Product Specs:

### Demand factors:

- Variety of color
- Diverse styles

### Supply factors:

- Made in USA
- natural range of motion over any distance

### Elasticity:

This is an elastic product: if the price increases, people will buy other brands.

**Price Range:** \$100.00-135.87



# MOVIE: MAGIC MIKE

## Product Specs:

**Price Range:** \$14.99-19.99

### **Demand factors:**

- ❖ Entertainment
- ❖ Actors

### **Supply factors:**

- ❖ High rating
- ❖ Make a lot of profits

### **Elasticity:**

This is an elastic product: if the price increases, people can substitute the product.





# HANDBAG

## Product Specs:

### **Demand factors:**

- Keep items safe
- Design (colors)

### **Supply factors:**

- Made in China (cheap)
- Imported

### **Elasticity:**

This is an elastic product: if the price increases, people can substitute the product.

**Price Range:** \$40.00-67.99



# Dress

**Price Range: \$12.98-19.49**

## Product Specs:

### **Demand factors:**

- ❖ Fashion
- ❖ Nice colors

### **Supply factors:**

- ❖ Unique Stitching design, create a illusion for stunning curves
- ❖ Material: Cotton blends and polyester

### **Elasticity:**

This is an elastic product: if the price increases, people will buy other brands.



# Cap & Gown

## Product Specs:

**Price Range:** \$25.95-35.70

### **Demand factors:**

- ❖ Graduation
- ❖ Different colors

### **Supply factors:**

- ❖ High Quality Matte Fabric Cap Gown Tassel Set
- ❖ Free moving year charm of gold zinc
- ❖ Reinforced Tassel Knot
- ❖ Fabric: 100% matte polyester

### **Inelastic:**

If the price increase there is not a big change on demand because education is important and every year teenagers graduated

