

Comparison Shopping

Name: _____

Wise consumers shop around before they make a purchase. They compare price, quality and product features at various retailers. They may also take into consideration any additional services (delivery, warranty) offered by the retailer.

Choose a product that you might like to purchase, either now or sometime in the future. Comparison shop for this product by looking at at least 3 options for it. You can look at the same/similar product from several retailers (iPhone 11 with a plan Bell/Rogers/Telus plans) or variations of the same product from one store (3 different laptops at Best Buy)-
Copy-paste an image of the product(s) here:

Evaluate each option based on the following:

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Item you are comparing: _____	Retailer or Product 1 Copy-paste web link	Retailer or Product 2 Copy-paste web link	Retailer or Product 3 Copy-paste web link
Price (Include delivery if ordering online) \$CAD only (convert using exchange rate is \$USD)	\$	\$	\$
Quality (use online reviews, customer feedback, brand reputation)	Link to review if possible?	Link to review if possible?	Link to review if possible?
Features (key selling points for the product, what it does, why you are buying it)			
Service (what additional follow-up, warranty, delivery, etc does the retailer offer?)			

Conclusions: From which retailer would you buy? Explain your decision by discussing price, quality, features and service. What was the 'key' deciding factor for you?

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