

# Product Research

By Jennifer Munoz

# Nikon Camera

▶ **Price Range:** \$708.00- \$959.99

➤ **Demand Factors:**

- Takes awesome pictures
- Quick Charger

▶ **Supply Factors:**

- It is manufactured
- From China and Indonesia

▶ **Elasticity:**

- The camera Nikon is inelastic. If the prices increases, demand will keep increasing.



# Apple MacBook

- ▶ **Price Range:** \$1,232.00- \$1,299.00

## Product Specs

### Demand Factors:

- It has a unlimited cloud storage
- It is easy to carry everywhere

### Supply Factors:

- Made in Cupertino, CA

### Elasticity:

This is inelastic, if the prices increases, Apple lovers will keep demanding it.



# ZAC Zac Posen Eartha Envelope Backpack

Price Range: \$495.00- \$550.00

Demand Factors:

- It is small
- Fashionable for girls

Supply Factors:

- It is made in China
- Cheaper Materials

Elasticity:

This product is elastic because if the prices increases people will buy another brand of bags.



# Nike Shoes

- ▶ Price Range: \$57.49- \$200.00

## Demand Factors:

- They are comfortable
- Variety of colors

## Supply Factors:

Most of the plants are in China, India, Pakistan, and Taiwan.

## Elasticity:

Nike shoes are inelastic because the increase of the price will change a little bit in the quantity demanded.



# NutriBullet



- ▶ Price Range: \$66.99- \$134.75

## Demand Factors:

- Provides healthy smoothie
- It is easier to crush every single veggie, fruits, and nuts.

## Supply Factors:

It is manufactured

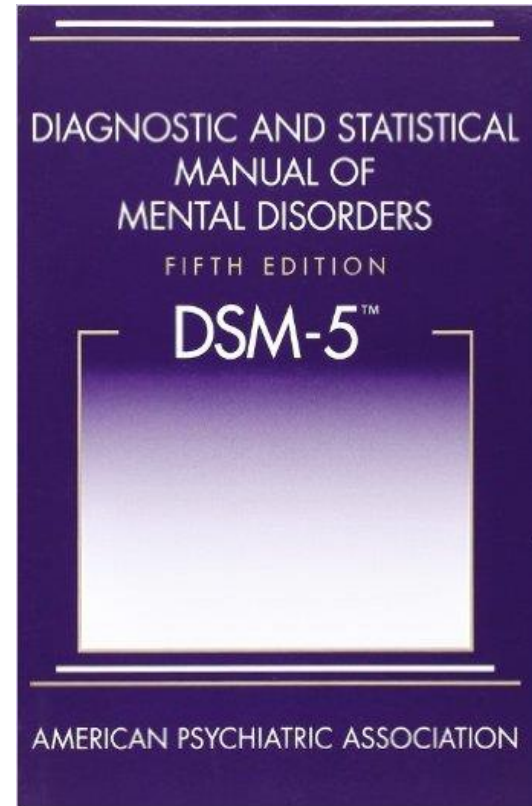
Sell by American company Alchemy Worldwide

Elasticity: The product is inelastic, many consumers demand this product and they won't stop buying it if the price increases.

# Medical Book

- ▶ Price Range: \$17.99 - \$106.19
- ▶ Demand Factors:
  - Great for choosing a medical career
  - Way to study human minds.
- ▶ Supply Factors:

From American Psychiatric Association



- ▶ Elasticity: This product might be elastic because as the price increases, demand will decrease by choosing another type of book.

# NO! NO!

▶ Price Range: \$29.99- \$49.99

▶ Demand Factors:

-Hair removal without pain

➤ Supply Factors:

Made by the Radiancy company

➤ Elasticity: This product might be inelastic because women look for great hair removal treatment, so demand will increase when the prices increases.





# X-OUT

► Price Range: \$29.99 - \$ 67.99

► Demand Factors:

-It treats pimples

-Cleans face

► Supply Factors:

From Guthy-Renker

► Elasticity: This is inelastic. Consumers that demand this product will keep buying it if the price increases because they need it.



# Sport Apple Watch



- ▶ Price Range: \$349.00 - \$528.99

- ▶ Demand Factors:

It is connected to the iPhone

Advance Technology

- ▶ Supply Factors:

Made from raw materials, such as elements.

- ▶ Elasticity: This product is elastic because not everyone needs an Apple Watch, so if the price increases some consumers will stop demanding.

# Michael Kors Watch

► Price Range: \$119.44 - \$180.00

► Demand Factors:

Nice gold color

Great brand mark

► Supply Factors:

Made in China

Manufacture

► Elasticity: This product is elastic because consumers can buy other brand of watches for a low price.

