

Case Discussions

Business Case #7: Trade Show

You go to a trade show in which vendors are displaying their latest products. You leave your business card at a few booths, as well as registering for door prizes. You get a call a few weeks later from one of the vendors who informs you that you have won a big screen TV. All you have to do to receive your prize is place a one-time order of \$500 or more for product from them. The company needs this product anyway, in fact, you need to place the order this week to ensure timely shipment. You have used a different vendor in the past, and have been happy with them, but this company's product is higher quality and therefore higher priced.

What do you do?