



Who can increase the demand for their custom hoodies the quickest?



DEMAND & SUPPLY

SNAKES & LADDERS

MOVE DOWN - Higher Price – Fewer students are willing or able to buy.

MOVE UP - Positive Fashion Trend – Hoodies become popular on social media.

MOVE DOWN - Negative Reviews come in – Poor quality feedback reduces demand.

MOVE UP - Cold Weather – Students want warm, comfortable clothing.

41	42	43	44	45	46	47	48	49	50
40	39	38	37	36	35	34	33	32	31
21	22	23	24	25	26	27	28	29	30
20	19	18	17	16	15	14	13	12	11
1	2	3	4	5	6	7	8	9	10

MOVE UP - Higher Price of Substitutes – Branded shop hoodies become more expensive.

MOVE DOWN - Warm Weather – Demand for warm clothing falls.

MOVE UP - Positive Reviews Good feedback encourages more students to buy.

MOVE DOWN - Lower Student Income – Students cut back on spending to save for a school trip.

MOVE UP - Cheaper Complements – You release matching joggers at a low price.

MOVE DOWN - Cheaper Substitutes – Shop-bought hoodies become cheaper.