

# EXAMINATION PREPARATION

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

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# CONSUMERS AND PRODUCTS

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1. The following questions are about consumers and products:

Below are four different types of footwear.

Describe the type of customer who would be interested in purchasing each type of footwear and their possible reasons. The first questions has been completed for you.



DESCRIPTION OF POTENTIAL CUSTOMER:

Sports person.

REASON FOR INTEREST IN PRODUCT:

Someone interested in playing sports during their leisure time.  
Someone who finds this type of footwear relaxing, comfortable and fashionable.



DESCRIPTION OF POTENTIAL CUSTOMER: \_\_\_\_\_

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REASON FOR INTEREST IN PRODUCT: \_\_\_\_\_

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DESCRIPTION OF POTENTIAL CUSTOMER: \_\_\_\_\_

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REASON FOR INTEREST IN PRODUCT: \_\_\_\_\_

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DESCRIPTION OF POTENTIAL CUSTOMER: \_\_\_\_\_

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REASON FOR INTEREST IN PRODUCT: \_\_\_\_\_

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