

Marketing 11
Product Identification

Pick 4 of the following goods and services, identify whether they are a good or service, consumer or industrial, and describe their target market.

	Good / Service	Consumer / Industrial	Target Market
Apple iPhone			
Vancouver Canucks Centre Ice Club season tickets			
Cement			
Baby food			
University education			
Goodyear tires			
Bicycle pedals			
Adult Monthly Compass Card			
Lawn cutting			
Coffins			