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| What does the term market pull mean?  Market pull is when -----------------------  ----------------------------------------------  http://www.pushpullsigns.com/images/pullsign.jpg | | Examples of what influences market pull. | | | |
| Demand from consumers  When sales ---------- this creates a demand for the product. This often leads to --------------------  of a product. | | Market research  Companies sometimes -------the market first by asking questionnaires, giving free trails or samples. | |
| Competition  A manufacturer wants to -------------- their ------- of the market. | | | |
| http://www.pushpullsigns.com/images/pushsign.jpgWhat does the term “technology push” mean?  The ------------ does not push changes but ------ technologies do.  New materials become available with ------------------------------------------------------------------  Improvements in -------------------- processes mean a manufacturer can make the product --------------------------------------------------------- | Technology push-Technological changes. | | | | |
| Micro-electronics  Ability to create ---------------------- components and  ------------  Image result for microelectronics | | Developments in materials  Original, simple injection moulded cases have been replaced with  Image result for conductive touch sensitive screen on mobile----------------------------------------------------------------------------------------------------------------- | | Developments in manufacture.  High tech ---------- machinery.  ----------------------- processes to etch onto phone  ----------------------- to chamfer edges**.**  Image result for Diamond cutters to chamfer edges of apple mobiles |

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