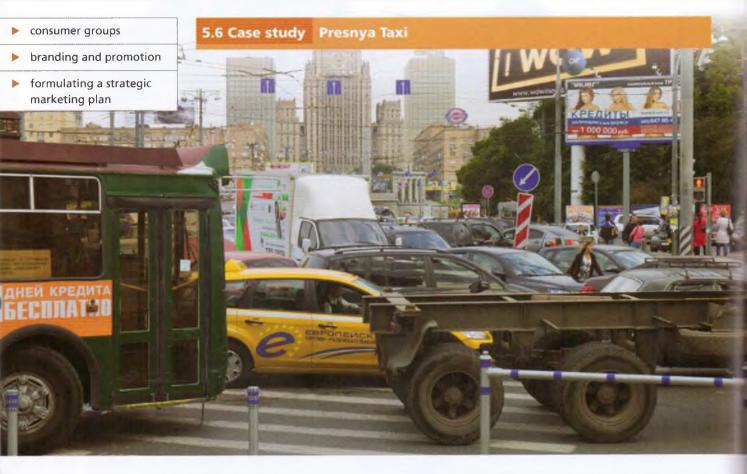
Marketing and sales



Discussion

In small groups, try to agree on a definition of the characteristics of taxi users. Within this group of consumers, which sub-categories do you consider are the most attractive for a taxi company to target?

Read the advertisement for Presnya Taxi. In your groups, discuss how effective you think it is.

