

Chapter 19 Outline

Revenue and Profit Production Ideas
Methods to Distinguish Your Property
Ten Keys to Positive Consumer Reaction
Five Steps to More Competitive Marketing

Competencies

1. Describe several revenue and profit production ideas. (pp. 253–256)
2. Explain how to distinguish an establishment from its competitors. (pp. 256–258)
3. Give ten examples of how to secure positive consumer reaction. (pp. 258–261)
4. Explain five steps you can take to have more competitive marketing. (p. 261)