**Star Optical**

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Marketing Products and Services

Please answer the following questions based on Star Optical in the space provided below.

Star Optical is an independent eyewear store in eastern Ontario. It carries more that 1000 SKU’s, consisting mainly of prescription eyeglass frames and contact lenses. It carries the top designer brands, including Armani, Ray-Ban, Oakley, DKNY, and at least 20 others. Customers select the eyeglass frames that they like, and Star grinds the lenses to match their prescription and fit the lenses into the frame. Customers can have new glasses within 24 hours, which are then expertly fitted to their face for maximum comfort.

1. Explain, in two or three sentences for each, how the following are important to Star’s business: (12 marks – 1 for correct interpretation, 1 for applying to Star)
   1. Product assortment
   2. Product quality
   3. Product design
   4. Product features
   5. Product benefits
   6. Product-service mix
2. Are men’s eyeglasses a durable or non-durable good? Explain in a sentence of two based on your own research or on your knowledge of someone with prescription glasses. (2 marks)
3. Is the product selection at Star narrow or wide? Deep or shallow? Explain in one or two sentences. (4 marks)