

# An innovative guide outside the store

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# Why innovation in PR are needed

- inevitable world progress
- high level of competition
- innovations are the key to the advantage



# An innovative guide outside the store

- an application for monitoring prices and availability of products.



# The goal



# Example

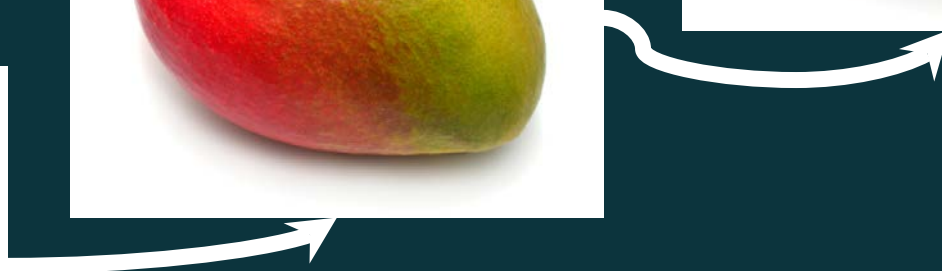
100 ₺



150 ₺



200 ₺



# The usefulness of the innovation

- 1) Product prices affect the success of advertising
- 2) Prices play an important role in the customer's purchase decision
- 3) Prices give you an advantage over your competitors
- 4) They help you better manage your stocks and inventory





Thank you for listening!