

National Brand

- ⇒ The term used to describe a manufacturer's branded product.
- ⇒ The national brand would apply wherever the product is sold.
- ⇒ It does not refer only to products that are distributed on a national scale.



Private Brand

- ⇒ A product that carries the label of the intermediary (wholesaler or retailer) who sells it.



CONSUMER RESEARCH QUESTIONNAIRE

In order to be scientific in our research, you need to give a score of 1 to 5 to each of the juices we will be rating.

- ⇒ A score of 5 means it was really terrific.
- ⇒ A score of 4 means it was good.
- ⇒ A score of 3 means you are neutral – you neither like nor dislike it.
- ⇒ A score of 2 means you dislike it.
- ⇒ A score of 1 means that you really dislike it and would never drink it again.

Orange Juice		
	Product A	Product B
Appearance		
Taste		
Overall		

Apple Juice		
	Product A	Product B
Appearance		
Taste		
Overall		

Grape Juice		
	Product A	Product B
Appearance		
Taste		
Overall		