1.2.3 Markets – scenario cards

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| **A celebrity is seen wearing the brand name** |
| **New research links this product to health issues** |
| **The Government offers subsidies to firms entering the market in order to encourage competition** |
| **Consumer incomes are rising due to economic growth** |
| **The price of complementary goods goes up** |
| **The business sponsors a top sporting event** |
| **The price of substitute goods goes up** |
| **Corporation tax is increased** |
| **New technology lowers the cost of production** |
| **Political unrest restricts the import of raw materials** |