



A common marketing strategy for big companies is to introduce various offers and discounts. However, these strategies may have impacts on their reputation. What are some of the impacts? Support your point of view with details from your own experiences, observations or reading.

Big companies share the same marketing strategy to improve sales, which is to introduce various offers and discounts. However, these strategies may sometimes affect their reputation. For example, if a product were to always have discounts, people may have doubts on the product's authenticity. Furthermore, it may also cause people to think that the discounts may just be a way to influence consumers.

For companies to gain revenue from sales, they have to sell products at a higher price compared to the production price. This means that for products that are of good material, the price would be relatively high. However, if discounts and offers are always introduced for certain products, it may cause customers to question the authenticity of the product. For example, if a product was to be made of leather but was sold at a very cheap price, customers may wonder if the product is really made of genuine leather.

Furthermore, if a product always remains on discount, customers may have the idea that it is just a method of influencing customers to buy products. The reason why discounts and offer appeal to customers is because they think that they are obtaining these products at a good price. However, if the products

were to always be on sale, customers will question if they are getting a good price at all.

In conclusion, although discounts and offers are a good marketing strategy to boost revenue, they should be used strategically and not every time. This is because customers are smart and will always figure out scams when they come across them.

(263 words)

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