

## Lesson 5: Activities Used in Agricultural Businesses

Name\_\_\_\_\_

**Advertising Strategies**

**Objective:** Identify the best advertising technique for diverse businesses.

**Directions:** Read each of the following descriptions of agricultural businesses. Determine the best advertising strategy for each and justify your choice.

1. AC's Place has 90 retail outlet stores and 25 manufacturing facilities located mainly in the midwestern United States. There are also locations outside the United States in Canada, Australia, and Europe. The merchandise includes work clothes and boots, grass seed, tools, horse tack, and many other miscellaneous items. Most of the stores sell the same items, but some stores carry items only for a specific location. For some of the sales, all of the stores are involved, but usually each store conducts business to meet the needs of its own community.

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2. Jim's feed elevator is located in a town of 500 people and has weekly sales of different items ranging from seed corn to dog food. In addition to serving the local public, the elevator also has a branch owned locally by individuals that is affiliated with a large organization, which has locations throughout the United States.

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3. Simon's is a large pharmaceutical corporation with worldwide locations in Africa, Asia, Australia, Canada, Caribbean, Central America, Europe, South America, and the United States. It serves millions of people around the world and provides universal services.

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