**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 2: ACTIVITY 14**

**SMALL GROUP ACTIVITY**

**Perceptual map**

Develop a perceptual map of food brands with which you are familiar.

|  |  |
| --- | --- |
| **High Price/Low Quality** | **High Price/High Quality** |
| **Low Price/Low Quality** | **Low Price/High Quality** |