

NAME: _____

DATE: _____

CASE STUDY

Comparison Shopping

What + Why: Choosing wisely means looking at what you gain, what you give up, and which option fits the purpose best.

Compare Kai's four laptop options to determine which delivers the strongest overall value when the price is the same.

Supporting Materials:

Laptop Comparison Shopping (Case Study)

Instructions:

1. With your group, review each laptop option and complete the comparison table using evidence from the **Laptop Comparison Shopping** information provided.
2. Identify trade-offs and evaluate whether the stated value is supported by the features.
3. Answer the synthesis question.



Option	Best For	Trade-Off	Marketing Strategy Used	Is the Value Supported by the Features?
Option 1: Standard Student Model				
Option 2: Name-Brand Performance Mode				
Option 3: Storage-Heavy Model				
Option 4: Bundle Deal				

Synthesis Question

Based on your comparison, identify which option appears to offer the strongest value based on features alone, and note what additional information you would still need before making a final recommendation.