

11/14/12

## Persuasive Essay

Persuade means to convince

**Topic:** *Business*

**Objective:** *Convince people to shop or use your business.*

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| <p><u>Product Based Business</u><br/>(They sell things for people to buy.)<br/><b>Pizza Shop</b><br/>(Product: pizza, breadsticks, soda, beverages, food, gift cards, and merchandise)</p> | <p><u>Service Based Business</u><br/>(They do things for people.)<br/><b>Pizza Shop</b><br/>(Services: delivery, baking/cooking, carry out, waiting, games, box /wrap food to take home, clean up for you, kindness, birthday services, restrooms, high chairs, and advice)</p> |
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*Product= tangible (you can touch it, it's usually a thing)*

*Service = intangible (you can't touch it, /service/)*

| <b>Business</b> | <b>Products / Services</b>  |
|-----------------|---|
| Pizza Shop      | Product= pizza, breadsticks, salad, dessert, beverage, merchandise<br>Service= delivery, clean up, baking, waiting, entertainment, kindness |
| Police Station  | Products = Stuffed Animals, stickers and cards, pens, helpful pamphlet<br>Service = tours, protection, advice, help out in need             |
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