Record the answers to the following questions in the chart:

1. What brands can I name?
2. Which brands do I prefer?
3. Will I accept a substitute if the preferred brand is unavailable?

|  |  |  |  |
| --- | --- | --- | --- |
| Product Category | Brands I’m aware of… | Preferred Brand | Substitutes Accepted? |
| Soft Drinks |  |  |  |
| Video Game Consoles |  |  |  |
| Chips |  |  |  |
| Fast Food Restaurants |  |  |  |
| Shampoo |  |  |  |
| Blue Jeans |  |  |  |
| Chewing Gum |  |  |  |
| Adopted From Thomson Nelson 2008 by SL 2010 | | | |