

## ***Wal-Mart and Home Depot's Product Pricing***

Wal-Mart and several other retail giants such as Home Depot, provide generic brands of many products at a significantly reduced price. Instead of purchasing Welch's Grape Jelly for \$2.59, Wal-Mart's brand usually sells for \$1.99. Home Depot has done the same. A John Deere riding lawn mower normally priced at \$2,200 is sold in Home Depot as a Scott's mower for \$1,400. This concept can be used by companies to increase sales while providing options that are more economical to consumers during economic downturn.

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