

Some shops use offers like 'Buy one, get one free' to make customers feel they are getting a **good deal**.



£1.94 each
Buy one
get one
free!

half price!

good deal

No offers — just
great value!
95p each.



£1.32 each
Or buy two and
get the second
for half price!

£1.40 EACH
OR 3 FOR THE
PRICE OF 2!

good deal

great value

bargains

£1 each
or buy
4 for £3



Which is the cheapest
if you buy 1 bar?
2 bars?
3 bars? ...

£1.30 each
Or buy 2 and get
30% off

cheapest

get one free

shopping around