340. Rita, an accomplished pastry chef who is well known for her artistic and exquisite wedding cakes, opened a bakery one year ago and is surprised that business has been so slow. A consultant she hired to conduct market research has reported that the local population doesn’t think of her shop as one they would visit on a daily basis but rather a place they’d visit if they were celebrating a special occasion. Which of the following strategies should Rita employ to increase her daily business? a. making coupons available that entitle the coupon holder to receive a 25% discount on wedding, anniversary, or birthday cakes b. exhibiting at the next Bridal Expo and having pieces of one of her wedding cakes available for tasting c. placing a series of ads in the local newspaper that advertise the wide array of breads, mufﬁns, and cookies offered at her shop d. moving the bakery to the other side of town