**Instructions**

This activity presents a case study of a 3D printer and printer cartridge company called 3DMall (fictitious). 3DMall has a patent on proprietary 3D printing technology and has decided to sell these novel user-friendly 3D printers and cartridges to consumers. The unique benefit to using 3DMall printers is that consumers do not have to design their own products by using complex scanning and design programs which require a certain level of technological expertise. Instead, they can choose to immediately print ready-made designs they find on 3DMall’s online store.

The designs in 3DMall’s store are provided by third-party organizations who submit these to 3DMall for sale. 3DMall hosts these designs, and consumers can browse and purchase them via the app or 3DMall’s store website. When a consumer purchases a design through the 3DMall store, they are purchasing a one-time use design from a third-party and using it to print the item immediately using their own printer. 3DMall receives a percentage of every purchase made in the store. Once a consumer has purchased a design and uses it, the design automatically deletes itself from their printer.

* Read the case study below and answer the multiple choice questions.
* At the end of the activity, the instructor will review the steps of the activity and share the correct answers for each question.
* This case study will be revisited in later activities.

**Case Study Information**

3DMall continues to grow steadily in its EU and U.S. markets and a few more large firms have begun offering their designs for end-user printing. Also several startups have offered products that can only be printed using the service and a few have become popular enough to garner press on their success stories. Furthermore, the new model allows users to scan a person’s foot, for example, and automatically be offered the right size shoe. They have also developed a new set of cartridges that are larger to allow for more economical printing.

3DMall now wants to find new markets and customer segments to keep growing its customer base. The price of both the printers and the cartridges is too high for most consumers in developing countries to purchase. However, the organization engages in market research and discovers that in many regions, a need exists for basic products that can be produced for sale by entrepreneurs. There is however the problem of limited or no internet access in many of these target markets.

Once you have answered all of the questions, click the**Summary** button at the bottom of the screen to view your final score and complete this activity.