

Solutions

2.1 Customer-only recruitment excludes people deterred by price, access or existing offers. Define the target, sample relevant groups and test a feasible offer with voluntary trial purchases. Compare willingness to pay with contribution and capacity. Explain privacy and truthful promotion. For HL international decisions, investigate local context rather than assuming an unchanged campaign transfers. Authored points for identifying relevant evidence, explaining a supported inference and a material limit.

3.1 Sample size can reduce some random uncertainty while preserving systematic exclusion. Customers may differ in income, tastes and access. Sample the defined new target and test purchases at the proposed price before projecting sales. Authored points for a relevant judgement, reason tied to the case and justified qualification or method. Accept a supported alternative.