Solutions

2.1

- Clean clothes: core.
- Two-bag plan: actual.
- Next-day pickup: augmented.
- Pause-anytime: augmented (the trust promise).

2.2

- Benefits: £34 + the afternoon (unpriced but real).
- Costs: £18 + remembering the bag.
- Visible surplus: £34 − £18 = £16 a month.

2.3

- The augmented level: pickup logistics and the pause promise are systems, not stickers.
- Defend with reliability data and the service record – the moat the price cut cannot touch.

2.4

- $800 \times 0.04 = 32$ lost subscribers a month.
- $32 \times £12 = £384$ of monthly contribution.

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