

Student Sample

D1- Left Shift (Income Level)

A recession hits and people have less money to spend on name brand items.

D2- Right Shift

Chris Hemsworth is seen eating Binxy Cats while getting buff at the gym.

S1- Left Shift

There is a dramatic increase in the type of chocolate used to make Binxy Cats.

S2- Right Shift

The Binxy Cat's company has invested in robots to make production more efficient.

