

TABLE 17.2: Options to Influence Demand and Supply

OPTIONS TO INFLUENCE DEMAND	OPTIONS TO INFLUENCE SUPPLY
<ul style="list-style-type: none">• Price• Advertising and promotion• Back orders and reservations systems• Developing counter-seasonal products and services	<ul style="list-style-type: none">• Varying the workforce size• Use of overtime or slack time• Use of inventories• Use of part-time workers• Use of subcontracting