For the Unit 4 Complete assignment, write a narrative essay (minimum of 1200 words) which addresses the questions and statements below. When finished, the essay should demonstrate a thorough understanding of the READ and ATTEND sections. A minimum of three scholarly sources are required, and all sources should be cited and referenced in APA format. What are some of the pitfalls in conducting test markets? What are some of the signals indicating that a company's territorial structure may need revising? As a result of a sales volume analysis, many firms have eliminated some of their products or customers. Yet in several of these cases the sales volumes has increased after the market cutback. How do you account for this result? Refer to CASE 13-1: Village Beds — Realigning Sales Territories. Should the current seven salespeople be consulted for the realignment plan? Or, should the new territories be created without their input? Refer to Case 14-1: SEAL RITE ENVELOPE COMPANY (A)\* — Analysis of Sales Volume. How could Rose Douglas evaluate the effectiveness of her sales analysis system?