



Product
Anything that satisfies a need or want
Consideration to brand name,
product design, packaging

Importance of Product Design
Attractive and appealing, works well

Aesthetics
Shape, style, colour
Looks good

Function
Does what it's supposed to
Well designed

Cost-effectiveness
Made at a reasonable cost

Increases Sales
Looks good and easy to use
iPod - increase sales

Reduces Costs
Do not breakdown or develop faults
Less repairs or refunds

Saves Times
Good design means products are made quickly
And in a cost effective manner

Increase a Sales
First point of contact
Attractive and eye-catching
Helps sell

Protection
Protects during transportation
Reduces breaks, leak, and deterioration
Tetra Pak packaging prevent spills

Information
Details about contents
Instructions
Ingredients, sell-by-date
Correct dosage

Image
Certain image
Rolex-Luxurious box

Convenience
Coca-Cola 2L bottle
1.5l
500ml bottle
For diff. People

Brand Name
Name, design, symbol
Stand out
Coca-Cola

Higher Price
Better quality
Willing to pay more
Kerrygold butter

Increase Sales
Recognise
Not relying on salespeople
Kerrygold butter

Launch new Products
Already know and trust the name
Enabling new product launches
Kerrygold - cheeses

Power Over Shops
Command a fair deal from shops
Claim excellent shelf space
Do not have to offer discounts
Kerrygold butter

Brand Loyal
Attachment to brand
Competitive advantage
Lifelong affinity
Kerrygold butter

Own-Brand Products
Carry name of shop
Tesco Value
Tesco Finest

Offer Customers Lower Priced Products
Attracting budget conscious consumers

Competitive Advantage
Own-brands are not available elsewhere
Differentiates retailers from others
Marks and Spencer's quality own-brand

Discount from Manufacturer
Extra orders
Allow manufacturer to exploit economies of scale

Bargaining Power
Suppliers
Limited shelf space
Increased competition
Better discounts for the retailer