

# Product and Quality

## Seminar 2: Product description

### Description of product

Every product can be described in many different ways. It has an unlimited number of attributes and benefits, which are more or less important for producer, consumer, commerce, retailing, society etc.

**Tasks 1:** At first you have possibility to taste some products which we consider as typical for Slovak market, as part of our consumption tradition. Try it, taste it and evaluate perception according the questionnaire.

**Tasks2:** Build a group of 3-4 persons and choose 2 products from the offer of products. Based on information on packaging and its translation, personal knowledge of goods and sensoric analysis of product (packaging) describe product as object of marketing (marketing item) and as result of production (commodity description)

**Tasks2:** Find approximately 20-30 different attributes and benefits of this product and characterize each attribute by

- By **measurability** to *objective* characteristics, which can be measured, and to *subjective* attributes, which are differently perceived by every person.
- By **possibility of quantification** to *quantitative attributes* with unlimited number of identified conditions (i.e. speed of a car) and *qualitative attributes* with limited number of possible conditions (i.e. Number of airbags in a car, presence of ABS system in a car)
- By **complexity** to *complex* characteristics build as system of more *simple* attributes
- By **type of characteristics** (technological, consumer, market)

**Tasks 3:** Create groups of attributes and characteristics dealing with similar aspect of product and having strong links. Describe links among attributes in groups, identify the complex attribute and systemize the simple attributes.

**Tasks 4:** Each attributes has different **importance** for subject of product production process, product circulation and commercialization and product consumption. Several characteristics have importance for all persons included into process of product realization (producer, intermediary, consumer.). Therefore give each attributes points of importance from 1 (less important characteristic to 10 very important) for each person (producer, intermediary, consumer.).