

Product and Quality

Seminar 12: Open homework tasks

Packaging and product information

1. You selected the first homework product in abstract form. Now you should find an example of such a product available on the market. Choose one product in the category available on the market.
2. Packaging decisions are an essential part of product oriented decision. By packaging, we can distinguish primary, secondary, and tertiary packaging. What will represent these types of packaging in the case of your product?
3. What kind of materials can companies use for packaging in this category of products? Can you find examples of the use of different materials?
4. Important function of packaging is to inform the potential consumer. What kind of information you can find in your packaging. Try to divide this information into obligatory information based on legal requirements and additional information above the legal requirements! Which statements represent the marketing and communication function of packaging?

Legislation and state intervention

5. Can you find legal intervention which influences the production, import, and sale of selected product in your country?
6. what are the most common public interest reasons that can explain the existence of state intervention by your product?

Conformity assessment and certification systems

Find three conformity systems/ certification systems that you can find in your country. Characterize them briefly by answering the following questions:

9. What is the purpose of this conformity assessment system?
10. Which category of products/system can confirm the fulfillment of requirements?
11. Who (which organization) is organizing the system of conformity assessment?
12. Is the government in some form (how) included in the conformity assessment system? If yes, how?