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Homework

Products are designed to meet the needs of a particular type of customer. Product development of new products should meet the needs and demands of a large number of consumers in order to get enough sales, e.g. giving vegetarians more food options, making tasty ready-meals.

- 1) Choose one product that has been designed recently to meet consumer needs. Describe this product.

- 2) What has caused the demand for this product, e.g. demand for organic food, smaller households with more people living alone, healthy eating lifestyles?

- 3) What demand might there be in the future for new products?