

Tradealert

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PRODUCT DESIGN, PACKAGING, LABELLING AND BRANDING

A product is any good, service, or idea that can be offered to a market to satisfy a want or need. A firm may develop a new product as a way of standing out from its competition, response to customer requests, responding to changing customers taste, as a way of spreading risk, to utilize idle capacity (Machinery and technology), to exploit the untapped market and because it has acquired new technologies and skills.

The quality of the product is one of the major factors that affect its success in a market.

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