**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 5: ACTIVITY 1**

**PAIRS ACTIVITY**

**Product attributes**

**In pairs, choose a product and get the other person to define the three attributes.**

**Go back and forth until you’re confident with the exercise.**

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| **PRODUCT:** *I.e. lawnmower* |
| **Core product**  *I.e. to cut the grass* |
| **Actual product** *I.e. sturdy sit-on lawnmower* |
| **Augmented product**  *I.e. warranty* |

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