**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 2: ACTIVITY 8**

## **Complementary products**

Working in pairs, consider the growth of innovative complementary products. List as many as you can in the space below, including why you think they have been so successful.

|  |  |  |
| --- | --- | --- |
|  | **Complementary product** | **Reason for success** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |
| **6** |  |  |