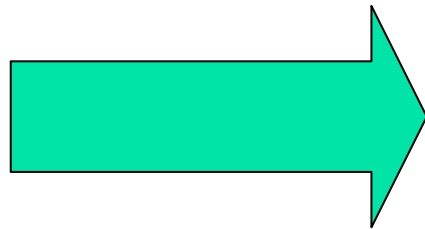


Consumers & Producers criteria

Consumers Criteria

How the consumer perceive the product/brand

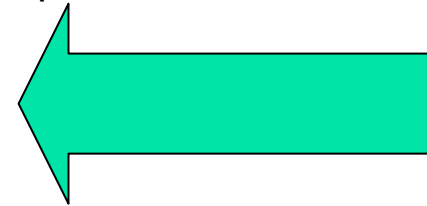


For instance (in case of a soda pop):

*Taste
Freshness
Brand
Availability
Etc.*

Producers Criteria

How the producer/marketeer defines the product – often in technical terms



For instance (in case of a soda pop):

*Price
Ingredience
Packaging
Sugar content
Etc.*