

Objective: The presentation of the relationship between the consumer and their needs in terms of product quality

Key Competences: Capacity to understand new conceptions, capacity to analyze

Indicative Needs / Tasks: High school graduates, university

Target Group:

Outcomes: Understand the type of needs and the behavior of the consumer; hear consumer opinion about a specific product; identify the need that the product must accomplish; express a product by its functions; identify dissatisfaction with a product

Indicative Content:

Quality-pragmatic and systemic approach

Identify the needs of consumer

-types of needs

- factors influencing consumer behavior

- value of the product for the consumer

- purchase the decision to buy a product

Analysis the need for conception a product

- Understand the need

- Statement of need

- Validation of need

Functional Analysis (design)

- Functions identification

- Functions characterization

- Functions ranking

Duration: 1 day-8 hours

Language: Romanian

Keywords: value of the product, needs, consumer

Contact details: info@helponestopshop.com