

A Product Meets a Need

A product should meet a need or provide a solution for a consumer. In this activity you need to complete the table – sometimes you need to identify the consumer’s need and sometimes you need to identify the product solution.

Several examples have been provided to get you started.

Consumer’s Need or Problem	Product Solution
Contact lenses are trouble to clean	Disposable contact lenses
Kids quickly grow out of roller skates	Size adjustable skates
Chocolate easily melts	Candy covered chocolate (e.g. M&M’s)
Can’t see whether you took a good photo	Screens on cameras
Travel suitcases are heavy to carry	?
?	Air bags in cars
?	Child care
?	Light (low alcohol beer)
Want to study, but can’t get to classes	?
Don’t want to get sun burnt	?
?	Internet cafes
?	Laptop computers
Tired and stressed	?
Want to lose weight	?

Student Discussion Questions

1. Start by completing the above table.
2. Did you find that sometimes there were several/many suitable product solutions? What does this tell us about indirect competitors (or substitute products)?
3. How helpful would it be for firms to reflect on what core need that their product satisfies?