

6.3_B

potential merchandise tangible include cash revenue identify evaluate situation

Complete the summary with words from Exercise A.

Companies need to _____ their products. All _____ comes with different types of benefits from the _____ to the intangible. In addition, use of the product life cycle will help companies to _____ when they might need to invest _____ and when _____ will rise. Finally, portfolio analysis helps companies to see products with _____ market problems and it will also _____ those in a desirable _____.

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Answers 1

Companies need to _____ evaluate _____ their products. All _____ merchandise _____ comes with different types of benefits from the _____ tangible _____ to the intangible. In addition, use of the product life cycle will help companies to _____ identify _____ when they might need to invest _____ cash _____ and when _____ revenue _____ will rise. Finally, portfolio analysis helps companies to see products with _____ potential _____ market problems and it will also _____ include _____ those in a desirable _____ situation _____.

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Answers 2

Companies need to assess/analyze their products. All products/goods come with different types of benefits from the physical to the intangible. In addition, use of the product life cycle will help companies to be aware of when they might need to invest funds and when income will rise. Finally, portfolio analysis helps companies to see products with likely/probable market problems as well as those in a desirable position.