

Stage I: Identify Product Development Basics

While reading the online Themeefy textbook, complete the following “drawings” by providing EXAMPLES (**NOT** definitions) of consumer goods and economic utilities. Do NOT use examples that are already provided in the textbook.

Consumer Goods

Speciality	Unsought	Shopping
Sugar Milk Eggs		Shoes Anything that you buy on the spot
Staple		Impulse

Economic Utility

Form	Place	Time