

Question 12 (5 marks)

There is growing consumer demand for innovative products that enhance the quality of life.

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Explain a range of factors that contribute to the success of these products.

Factors that contribute to the success of these products ~~are~~^{is} the research that the team has put into the product (eg) knowing their target market and the right time to release the product to the public and finding out what type of materials they need to use and what is environmentally friendly.