

**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.

Consumers expect a lot of innovative products that make it easier for them during their life. For example, The apple iPhone has been innovated and has succeeded very well. Because of all the features that are in the iPhone. The iPhone makes it easier for people to live on, because of its applications such as books, internet, maps, calculators, clocks, games, has an iPod in it. They research customer demands to come up with such a successful idea.