

Question 12 (5 marks)

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

5

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

One factor could be how well these products can be used on the go, because people are so busy these days they want to be able to do things as they go. Another factor would be the efficiency of the product, because the more efficient these products are then the quicker people are able to do things. One other factor would be the lifespan, because people want products to last a long time and not have to spend money to keep replacing it.