

## ПР05. Инновации в производственной сфере. Описание товаров, их особенностей.

### ПР05. Innovation in industry. Description of goods and their characteristics.

**Exercise 1.** Read the text and decide whether the statements are true or false.

1. Product is anything which is produced by people or machines and can be sold.
2. Products are always physical. You can touch or smell them.
3. Products can be delivered in the form of services or ideas.
4. Products cannot be virtual.

#### **1. What is a product?**

In general, a product is defined as a "thing produced by labor or effort" or the "result of an act or a process".

In marketing, a product is anything that can be offered to a market that might satisfy a want or need. In retail, products are called merchandise. In manufacturing, products are purchased as raw materials and sold as finished goods. Commodities are usually raw materials such as metals and agricultural products, but the term can also refer to anything widely available in the open market.

#### **2. Goods, services, or ideas**

**Goods** are a physical product capable of being delivered to a purchaser and involve the transfer of ownership from seller to customer.

A **service** is a non-material action resulting in a measurable change of state for the purchaser caused by the provider.

**Ideas (intellectual property)** are any creation of the intellect that has commercial value, but is sold or traded only as an idea, and not as a resulting service or good. This includes copyrighted property such as literary or artistic works, and ideational property, such as patents, appellations of origin, business methods, and industrial processes.

#### **3. Product classification: tangible or intangible**

A product can be classified as tangible or intangible.

A tangible product is a physical object that can be perceived by touch such as a building, vehicle, or gadget. Most goods are tangible products. For example, a soccer ball is a tangible product.

An intangible product is a product that can only be perceived indirectly such as an insurance policy. Intangible data products can further be classified into virtual digital goods ("VDG"), which are virtually located on a computer OS and accessible to users as conventional file types, such as JPG and MP3 files, and real digital goods ("RDG"), such as as 3-D objects or presentational items.

**Exercise 2.** Fill in the missing words in the sentences: *practical, economical, functional, user-friendly, well-designed*

1. The new air conditioning system in our office is much cheaper than the old one. It is more ....
2. It took us quite a long time designing the new office furniture. Now it is very ....
3. The operating system on my office computer is easy to use. It is very ....
4. My new car is much easier to park. It is very ... for driving in the city center.
5. The new office equipment is exactly what we needed. It is very ....

**Exercise 3.** Read the tips on writing a good product description and match the heading to the paragraphs.

#### **Make it Easy to Scan**

#### **Focus on the Product Benefits**

## **Know Who Your Target Audience is**

### **Use Power Words That Sell**

#### **Tell the Full Story**

##### **1. \_\_\_\_\_**

The first step to writing product descriptions is to define your target audience.

You want to be able to define which features would be of most interest to your potential buyers.

As you are writing your product description, keep these questions in mind:

- How did this person arrive to your page?
- What are his or her interests, generally?
- Why would this person be interested in your Shopify store, specifically?
- How would this person describe the product to a friend?
- What features or benefits would interest this person the most?

By keeping these questions in mind as you write your product copy, you will be better able to write a product description that sells.

##### **2. \_\_\_\_\_**

As a business owner, you are understandably excited to share all of the qualities of your products. You want to show that your product has the best features and most unique specs.

The buyer, however, is not necessarily interested in the mundane features of the product. Instead, they want to know how it can benefit them.

A product feature is a factual statement about the product that provides technical information. A product benefit, on the other hand, tells **how the product can improve the buyer's life**.

##### **3. \_\_\_\_\_**

A good product description should give all relevant details, convince the buyer of its benefits, and pack an emotional punch.

Emotions influence buyer behavior, so your product description is the perfect place to elicit emotions.

How do you do this?

By filling in any gaps that potential buyers may have about the product.

##### **4. \_\_\_\_\_**

There are certain words and phrases that naturally elicit an emotional response in humans.

Luckily for Shopify store owners, this also increases sales.

By being mindful of these words and phrases, you can more easily convince your customers to take the leap and make the purchase.

##### **5. \_\_\_\_\_**

People have short attention spans and read only about 16% of what's on the page. So you have to make your descriptions super scannable.

As in, the buyer is able to find exactly the information he or she wants without wasting time looking through other pieces of information.

Make your product descriptions easy to scan by including bullet points, short paragraphs made up of just a few sentences each, lots of white space, and different size fonts.

**Exercise 4.** Describe the company product (service) and activities using the information below.

1 Company: Translations R Us

Product: Electronic Translation Dictionary

What it does: Translates 45 languages into English, Chinese, Japanese and Spanish

2 Company: Colorado Hot Air, Inc.

Product: Hot Air Balloons

What it does: Takes people on flights up to 10,000 feet (about 3100 meters).

3 Company: Yoga Sensation

Service: Yoga Instruction

What is provided: Yoga classes at all levels worldwide for corporations and resorts.

4 Company: The Pool Doctor

Service: Swimming Pool Maintenance

What is provided: Cleaning, servicing and repair of swimming pools. Everything from small private pools to huge resort and country club pools.

**Exercise 5. Match the adjectives with the opposites above.**

1. unreliable
2. large
3. heavy
4. unpopular
5. short

a cheap

b unattractive

c fast

d boring

e bad

**Fill in the gaps in the sentences.**

1. The consumers like *Margin*, it is very \_\_\_\_\_.
2. But they think they have to pay a lot, because the product is \_\_\_\_\_.
3. Most people say the bottle is nice, it looks \_\_\_\_\_.
4. Some people think the packages is not \_\_\_\_\_, it is heavy.
5. The product meets customers' expectations. It is \_\_\_\_\_.

**Exercise 6. Divide the words into three groups:** *metal*    *big*    *square*    *tiny*    *glass*  
*rectangular*    *wood*    *huge*    *triangular*

Shape:

Material:

Size:

**ПРО6. Инновации в производственной сфере. Анализ рыночной продукции и конкурентоспособности товаров.**

**PRO6. Innovation in industry. Product analysis and the competitiveness of goods.**

**Exercise 7. Read the text about product development.**

***The development stages of a new product***

Before a product can embark on its journey through the four *product life cycle stages*, it has *to be developed*. New product development is typically a huge part of any manufacturing process.

Most organizations realize that all products have a limited *lifespan*, and so new products need to be developed to replace them and keep the company in business. Just as the *product life cycle* has various stages, new product development is also broken down into a number of specific phases. Developing a new product involves a number of stages which typically center on the following key areas:

**The original idea:** Every product has to start with an original idea. In some cases, this might be fairly simple, basing the new product on something similar that already exists. In other cases, it

may be something revolutionary and unique, which may mean *the idea generation* part of the process is much more involved.

**Market Research:** An organization may have plenty of ideas for a new product, but once it has selected the best of them, the next step is to start re-searching the market. This enables them to see if there's likely to be *a demand* for this type of product, and also what specific features need to be developed *in order to best meet the needs* of prospective customers.

**Design and Development of the Product:** The next stage is *the design and development* of the product. Prototypes may be modified through various design and manufacturing stages in order to come up with a finished product that consumers will want to buy.

**Product Trials (Testing):** Before most products *are launched* and the manufacturer spends a large amount of money on *production and promotion*, most companies will test their new product with a small group of actual consumers. This helps to make sure that they have *a viable product* that will be *profitable*, and that there are no changes that need to be made before it's launched.

**Analysis:** Looking at the feedback from consumer testing enables the manufacturer to make any necessary changes to the product, and also decide how they are going to launch it to the market. With information from real consumers, they will be able to make a number of *strategic decisions* that will be crucial to the product's success, including what price to sell at and how the product will be marketed.

**Launch of the Product (Introduction):** Finally, when a product has made it all the way through the new product development stage, the only thing left to do is *launch* it to the market. Once this is done, good product life cycle management will ensure the manufacturer *makes the most of all their effort* and investment.

Thousands of new products go on sale every year, and manufacturers invest a lot of time, effort and money in trying to make sure that any new products they launch will be a success. Creating a profitable product isn't just about getting each of the stages of new product development right, it's also about managing the product once it's been launched and then throughout its lifetime.

**Exercise 8. Fill in the gaps using the words in italics from the text.**

1. Without a proper ... it is impossible to ... a product successfully.
2. It is essential for any product to be ....
3. Companies spend a huge amount of money on ... .. of a new product.
4. Prototypes may be modified through various ... ..stages.
5. Any new product has to start with ...

**Exercise 9. Answer the questions:**

1. What is the most important stage in the development of a new product?
2. How many stages are there in the product development process?
3. On which stage the companies can realize that their new product may be of demand among prospective customers?
4. How can companies know that their new product will be profitable?
5. How can you explain the statement "to create a profitable product"?

**Exercise 10.** Choose any product and prepare to give a brief product review.

Your product review should include:

- a description of the product
- the way the product is used
- the cost of the product
- a comparison with other, similar products
- a recommendation to buy or not buy the product
- a reason for your recommendation
- a rating on a scale of 1-5

## **PRODUCT REVIEW**

**PRODUCT:**

**PURPOSE:**

**AUDIENCE:**

**USE:**

**COST:**

**COMPETITORS:**

**RECOMMENDATION:**

**REASON:**

**RANKING**