



## Products vs Services

Place the following words where you think they best fit

Skill Ownership Manufacture Temporary Replicated Returnable Intangible  
Facilities Experience Trade Commodity Time-Bound Tangible Distribution  
Warehouse Bookable Packaging Repeated Expertise Intellectual Property

**PRODUCTS**

**BOTH**

**SERVICES**

Place the following examples where you think they best fit


Insurance Website Design Massage Restaurant Gymnasium Chemist Petrol  
Mechanic Courier Vegetables Tour Guide Advertisement Lawyer Hotel Concert  
Rental Car Library Architect Builder Computer Florist DVD Store Vineyard

**PRODUCTS**

**BOTH**

**SERVICES**

## YOUR POTENTIAL PRODUCT/SERVICE IDEA

 Fill yours out below

**I am offering a quality:** (identify your product/service)

.....

**Key aspects of my product/service include:** (identify its features)

.....

**My customer/client will remember:** (identify the consumer experience in relation to your product/service)

.....

**My business will be known for:** (identify three key brand values you want people to associate with your product/service)

.....