**YOUR NAME: ………………………………………………………………………………………………………………………………………………….**

**TASK 1 – FINANCIAL SERVICES CHARACTERISTICS**

**(FILL IN THE TABLE ACCORDING TO YOUR OPINION)**

|  |  |
| --- | --- |
| **CHARACTERISTICS** | **How should a financial services provider address the issues of financial services characteristics?**  |
| **INTANGIBILITY** | **???** |
| **INSEPARABILITY** | **???** |
| **VARIABILITY** | **???** |
| **PERISHABILITY** | **???** |
| **NO POSSIBILITY TO OWN** | **???** |