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

**TASK 3 - FINANCIAL PRODUCT**

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

|  |
| --- |
| **TOTAL MARKETING PRODUCT: INSURANCE OF FAMILY HOUSE AND HOUSEHOLD** |
| **CORE BENEFIT** | **???** |
| **BASIC PRODUCT** | **???** |
| **EXPECTED PRODUCT** | **???** |
| **AUGMENTED PRODUCT** | **???** |
| **POTENTIAL product** | **???** |
| **ADDED EMOTIONAL VALUE** | **???** |