

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	???

*Marketing of financial services*