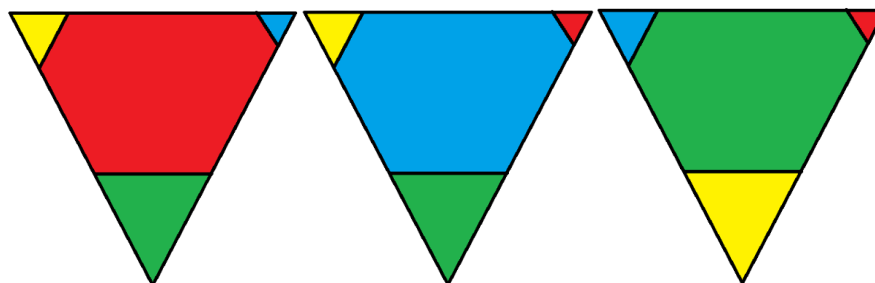


Good practices INTER_522CD_EN

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Description of the problem / exercise: **Relation between three products**

There are three triangles representing three different products of the same type. The four colors used are: green, blue, yellow, and red. Each color represents a difference between products in certain segments such as features and specifications, values and benefits, target group and market, differentiation and competitive advantages.



Blue Color: Specification and Features

Green Color: Values and Benefits

Yellow color: Market and target group

The color red: Differentiation and competitive advantages

- *Why this exercise is good: Each product contains four colors, but each color relates to different aspects. That way, key information about each product can be visually displayed using the same colors for consistency.*
- *Which level is recommended: High school and faculty*
- *School subject(s): Economics*