



Kuidas luua lisandväärtust eksisteerivale tootele?

Katre Kõvask
Premia Foods



IVORY
料批發出口
WHOLESALE IMP & EXP.
FLOOR A1-A3

CONY OPTICAL

突剪區
SUPER CUT
HAIR SALON

Henry Shih Co.
瑞商行
FLOOR ROOM B2

永
2367 3188

Imperial Jade Co.
PEARL WHOLESALER & RETAILER

Ris
天輝美家

PO HONG CO

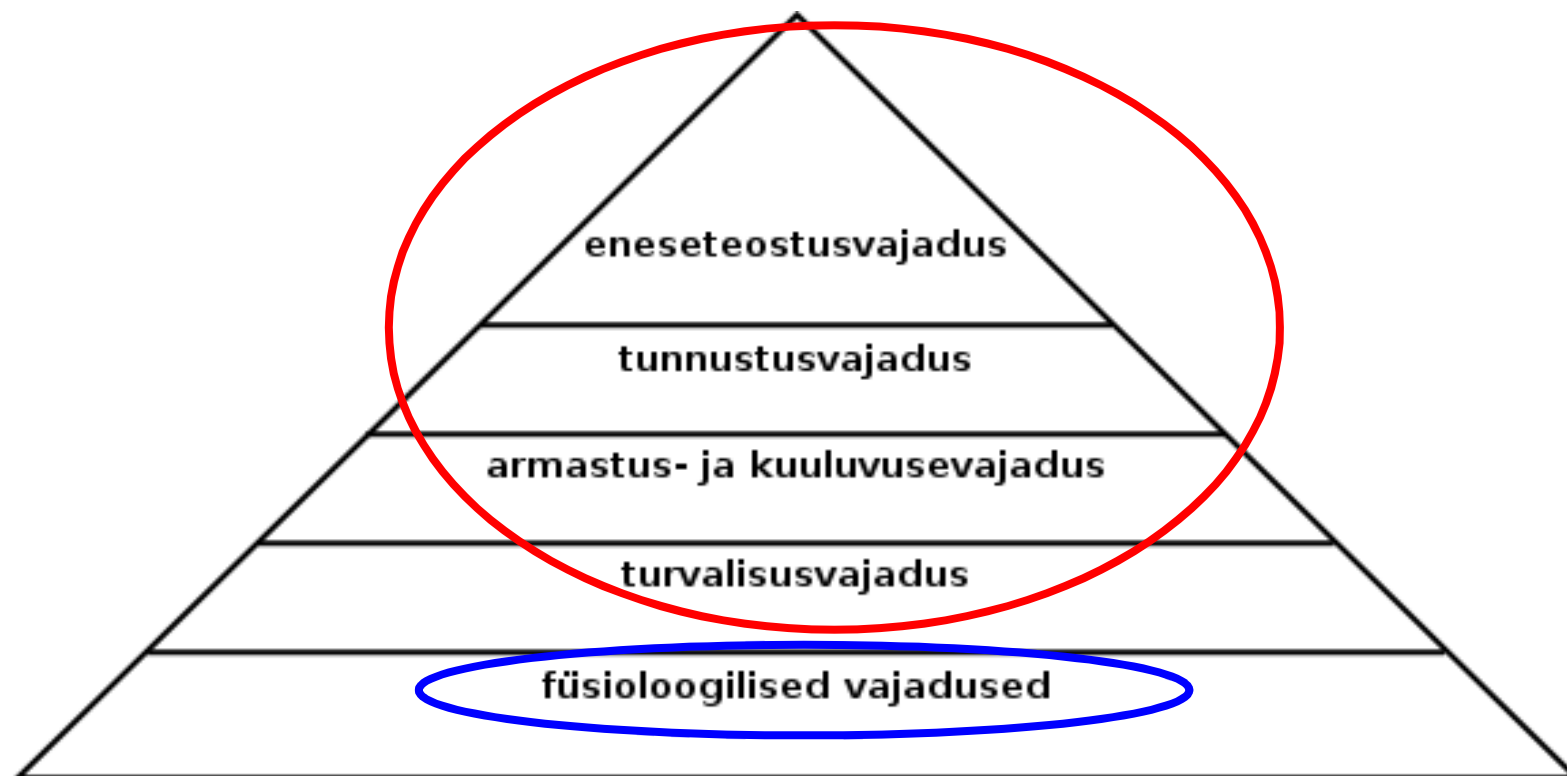
國際攝影

THE LADY SHOP

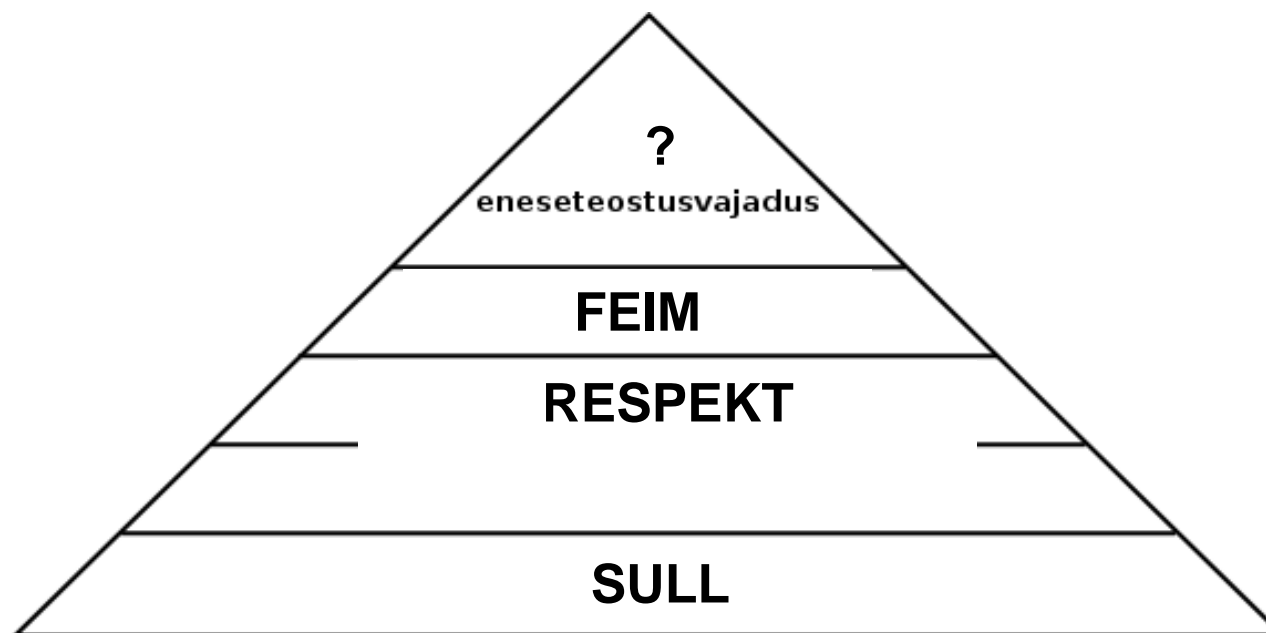
B32



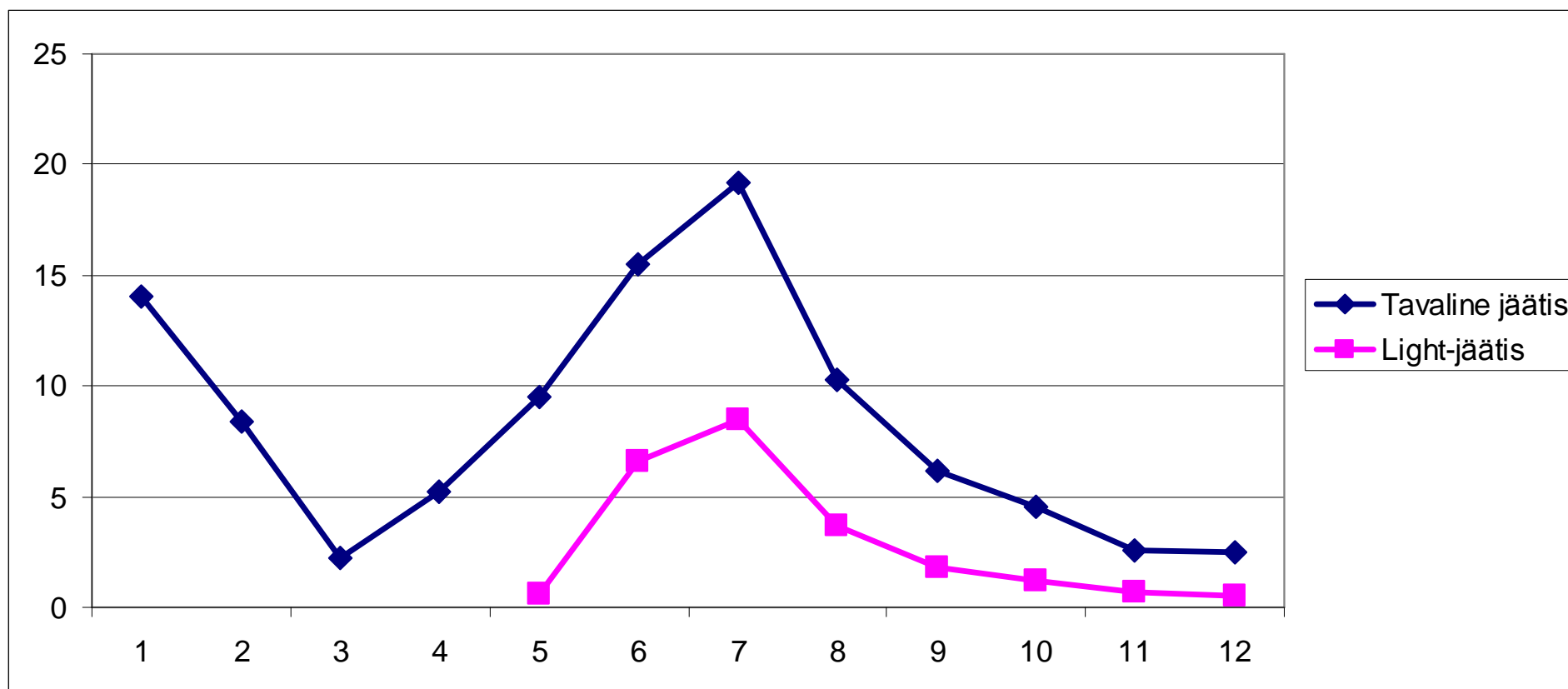
Miks ma peaksin ostma?



Õnne mudel



**Innovatsioon tekib siis, kui panna
kahtluse alla
*status quo.***



**12
PACK**

Clear Cola

CRYSTAL

PEPSEI



12-12 OZ CANS
(144 FL OZ)
12-354 ml CANS
(4248 ml)

McRib[®] is Back



5
s tax
al

Extra Value Meal[™]

Includes Medium Fries and Medium Soft Drink



OFFICIAL QUICK SERVICE RESTAURANT OF THE WOLF PACK

Colgate



Millised on trendid:



❖ Keskkonnas

❖ Ühiskonnas

❖ Indiviidi jaoks

3 küsimust:



- Kas see loob tarbija jaoks uut väärtust?
- Kas see hakkab ettevõtte jaoks kasumit tootma?
- Kas see motiveerib töötajaid innovatsiooni ellu viima?



NOKIA
Connecting People



Coca-Cola®





AITÄH!