

Name:

Date:

Class:

Determine Business Utilities

Skill:

- Analysis (AN)

Time on Task:

- 10–15 minutes

Goal/Purpose:

- The goal of this activity is to determine how the five utilities will add value to your business.

For this activity, you will be placed into a group. Working with your teammates, you must select a business that provides goods or services and assess how each of the five utilities work to make the business more valuable to its customers. This information may be reported to the class according to your instructor's guidelines, so select a spokesperson for the group or assign topics so each person has an opportunity to present. Work through the following steps to complete this activity.

1. In a few words, summarize your business, its industry, and its market Include the name of the business in your summary.

Answer:

2. Does your business sell products (goods) or services?

Answer:

3. In the space provided, describe how each of the five utilities are used to make your business more valuable to customers.

- a. Form utility

Answer:

- b. Place utility

Answer:

- c. Time utility

Answer:

- d. Information utility

Answer:

- e. Possession utility

Answer: