



Instructions

- 1 - Define what will be the Service and the Beneficiary. Write down the decided service and the beneficiary in the middle area.
- 2 - Decide if the opportunity will be tangible or intangible.
- 3 - Decide the second term's layer for this opportunity. Could Be movable/immovable for Tangibles and separable/inseparable for Intangibles.
- 4 - Decide the third layer of terms, could be Dependent/Independent for Tangible opportunities and Simultaneous/Not simultaneous for Intangible opportunities.
- 5 - Decide the last layers of terms, closing between Independent/Dependent and Perishable/Non Perishable for any opportunity generated.
- 6 - Record your opportunity on the answer sheet, describing the opportunity using all the terms that were chosen for this case.

☐ Homogeneous

Example: Hair Dresser

- Does not change according to different beneficiaries.

☐ Heterogeneous

Example:Bloodtest.

- Changes according to different beneficiaries.

☐ Perishable

Example: Meet and Greet tickets.

- Can only be performed during a determinate and short period of time.

☐ Non Perishable

Example: Gold, Retirement.

- Can be performed during an indefinite amount of time.