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FACULTY OF BUSINESS ADMINISTRATION

PRODUCT PACKAGING

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WHAT IS PACKAGING

- The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable to attract customers and keep it clean.

MATERIALS AND TYPES OF PACKAGING

- There are three major types of paper packaging
 1. CORRUGATED BOXES
 2. BOXBOARD OR PAPERBOARD CARTONS
 3. PAPER BAGS AND SACKS

LAYERS OF PACKAGING

- THE PRODUCT MIGHT HAVE THREE LAYERS OF PACKAGING FOR EXAMPLE IN THE TOOTHPASTE
 1. PRIMARY PACKAGE : PLASTIC TUBE
 2. SECONDARY PACKAGE : CARDBOARD BOX
 3. SHIPPING OR THIRD LAYER : CORRUGATED BOX

WHY IS IT IMPORTANT

- BECAUSE IT ENABLES THE SELF-SERVICE
- IT INCREASE THE CONSUMER AFFLUENCE
- IT INCREASE THE BRAND RECOGNITION

CONCLUSION

- PRODUCT PACKAGING IS A PART OF A MARKETING STRATEGY TO ATTRACT CUSTOMERS
- THERE IS A LOT OF MATERIALS USED IN THE PACKAGING
- THERE IS THREE LAYERS IN PACKAGING (PRIMARY , SECONDARY AND SHIPPING OR THIERD LAYER)

REFERENCES

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THANK YOU