 **Pure tangible good** - This quadrant refers to products that are mostly physical with little to no accompanying service. An example given in the diagram is FMCG (Fast Moving Consumer Goods) which could include items like toothpaste or soap.

 **Pure service** - This quadrant refers to services that have little to no accompanying physical good. An example given in the diagram is legal or tax services.

* **Hybrid Service-** In the restaurant industry, hybrid services combine digital and physical elements to enhance customer experience. Here are some specific examples:

**Online Ordering and Delivery**: Many restaurants now offer online ordering through their websites or mobile apps. Customers can place orders for delivery or takeout, providing convenience and saving time. Restaurants often partner with delivery services like Uber Eats, DoorDash, or Grubhub to facilitate this process.

**Minor goods and services** - This quadrant refers to a mix of tangible goods and services where the value comes mostly from the service