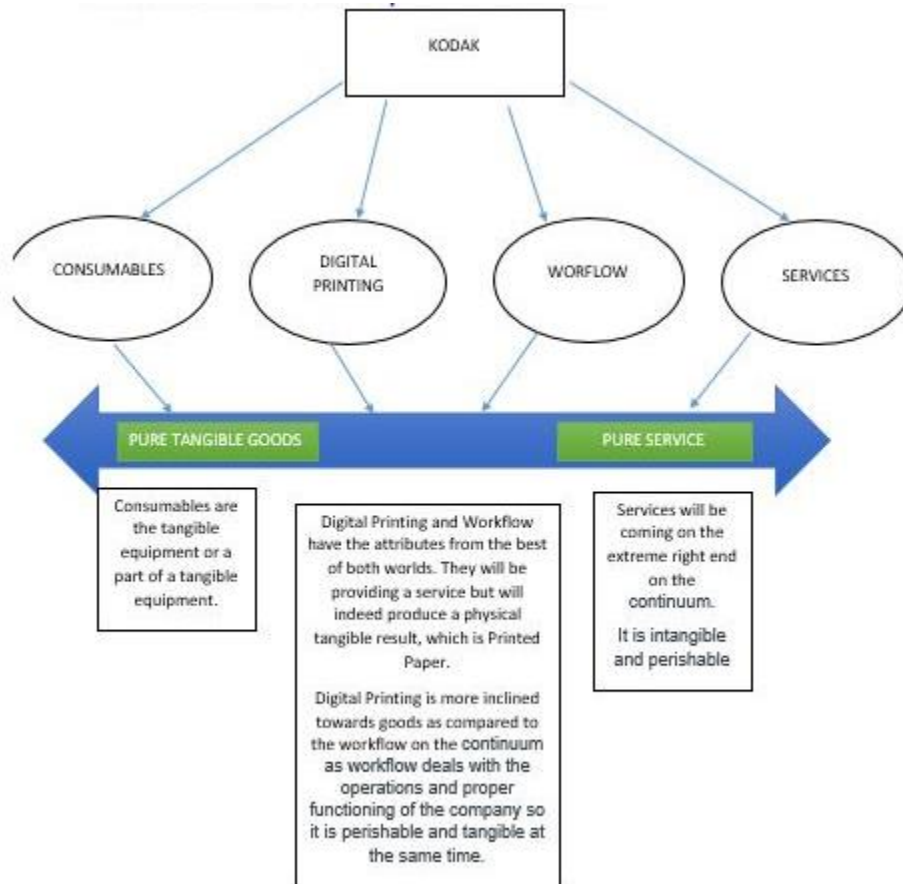


Kodak Analysis

1. What are the main products offered by Kodak to its customers, and how would you position these products on the goods-to-services continuum of products?



2 Describe the core elements and the value-added elements of Kodak's product line(s).

Kodak's core element will be all the copying and printing equipment (Digital printing and Consumables).

The value-added supplement services are Workflow automation System, Support, Maintenance, and other CRM services.

Both elements play an essential part in the functioning and profiting of the company. Customer Satisfaction is the main agenda of these elements.



3. Describe the breadth and depth of Kodak's product line(s).

D E P T H	Breadth			
	Digital Printing	Consumable	Workflow	Services
	Laser Printing	Inks and Cartridges	Workflow Automation	Technical and Non-Technical
	Inkjet printing	(Laser and Inkjet)	System	Support
	Industrial Printing			

Within each product line, Kodak offers a good depth of products which help the brand to grow and attract new customers every day.