

Functions of agricultural implements

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Product characteristics

Major product characteristics are:

1. **Purposeful** or performance aspects
2. **Operational** or 'ease of use' aspects
3. **Aesthetics** or appearance aspects
4. **Price** to customer or Value added aspects
5. **Ease of maintenance** aspects

Product characteristics

1. Purposeful aspects:

- After determining the marketing possibilities, the functional scope has to be carefully analysed and properly exemplified.
- The fundamental reason for product demand is implied by functional aspect.

Product characteristics

1. Purposeful aspects:



Product characteristics

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Product characteristics

1. Purposeful aspects:



Multifunctional Rice Milling Machine

Directly crush the paddy rice into white rice; and separate the white rice, broken rice and rice bran automatically.