



Inovação e Transferência de Tecnologia

FRESHTEC ASSIGNMENT QUESTIONS

1. How can FreshTec best approach the issue of industry adoption of their new packaging?
2. Who should be the target audience for FreshTec Technology? (farmers?, retailers?, brokers?) why?
3. Should FreshTec attempt get growers to change when they pick fruit?
4. How to you believe FreshTec's social mission will affect its options for growth?

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