

# SEMINARIO DE ECONOMÍA

Xoves, 23 de Febreiro de 2017

Título:

**“Kano Model”**

Ponente:

**MARTINA KALAMÁROVÁ, ERIKA LOUČANOVÁ**  
*(Technical University in Zvolen, Eslovaquia)*

Lugar e hora:

***Aula-Seminario 6***

***15:00 h***

Organiza:



---

**Martina Kalamárová, Erika Loučanová**

---

*Department of Marketing, Trade and World Forestry  
Technical University in Zvolen  
T.G. Masaryka 24, 960 53 Zvolen, Slovak Republic*

Due to the fact that the customers' wants and needs are constantly changing, it is difficult for the companies to analyze what are the basic needs and to easily determine what delights customers. One powerful technique to detect these needs is the Kano model technique. The presentation explains what the Kano model is and how it can be applied to analyze the customers' needs. Since the Kano model is also a survey instrument, preferably we will focus to show how to develop Kano Questionnaire, create Kano Evaluation Table and identify the customers' requirement categories. Briefly we will present the Kano model use in research of Department of Marketing, Trade and World Forestry at Technical University in Zvolen.