

Pair Work – Unilab run united for wellness

1) Price Performance

A) Gamba – The price is already low because of the inclusive time chip

B) Bernas – The price is not affordable to the bottom of the pyramid

Score: 0

2) Innovation

A) Bernas – they will use time chips for accurate timing

B) Gamba – there is nothing new with the event, most racing events before already did what this event is offering

Score: 1

3) Scale of operation

A) Gamba – They assigned traffic enforcers to ensure the safety of the runners

B) Bernas – No, because they are causing heavy traffic

Score: 1

4) Eco-Friendly

A) Bernas – Yes, because they want to let us know that we can run long distances and to not rely on automobiles

B) Gamba – on sports event like this, participants leave a lot of trash, plastic cups, etc.

Score: 1

5) Identifying functionality

A) Gamba – the event's main purpose is to promote health and wellness of the family

B) Bernas – it's just a waste of time, it's too early and everybody can run anytime or just go to gym for workout

Score: 1

6) Process Innovation

A) Bernas – Yes because they are running at different places

B) Gamba – No, this kind of event is common nowadays

Score: 0

7) Deskillling of work

A) Gamba – Yes, everybody is capable of running

B) Bernas – No, because they should also consider people that are disabled

Score: 1

8) Education of customers

A) Bernas – Yes, because it teaches us physical exercise

B) Gamba – I think running is something that is already embedded on us, we don't need any formal training

Score: 1

9) Designing for hostile

A) Gamba – The event continues even if it rains

B) Bernas – No, because participants might get sick, and remember that they are promoting health and wellness

Score: 0

10) Interfaces

A) Bernas – yes, because they divided their services on age and distance category

B) Gamba – No, because they don't entertain walk-in runners because they already set a deadline for registration

Score: 1

11) Distribution: Accessing the customer

A) Gamba – they created a website for online registration, and posted billboards and other advertisements regarding the running event

B) Bernas – No because not all people can pay for the running event

Score: 1

12) BOP markets

A) Bernas – Yes, because anyone can join the event

B) Gamba – the problem is the registration fee which most of the BOP cannot afford, and to think that they need that much money just to participate in a running event, when they can just run whenever and anywhere they want

Score: 0

Total: 8 / 12