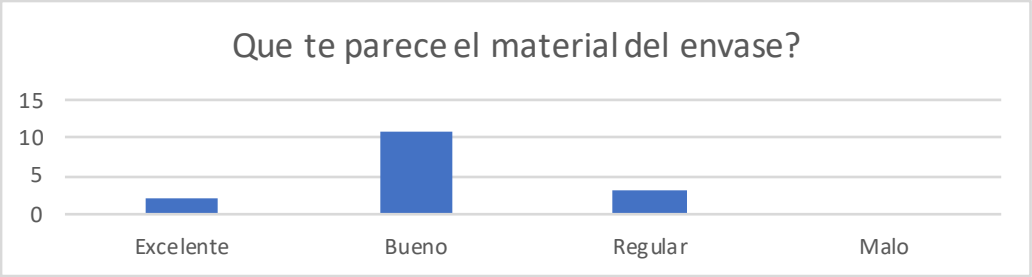
Que te parece el material del envase?				
clase	Fl	Fr	Fp	FPA
Excelente	2	0.125	12.5	12.5
Bueno	11	0.6875	68.75	81.25
Regular	3	0.1875	18.75	100
Malo	0	0	0	100
	16		100	

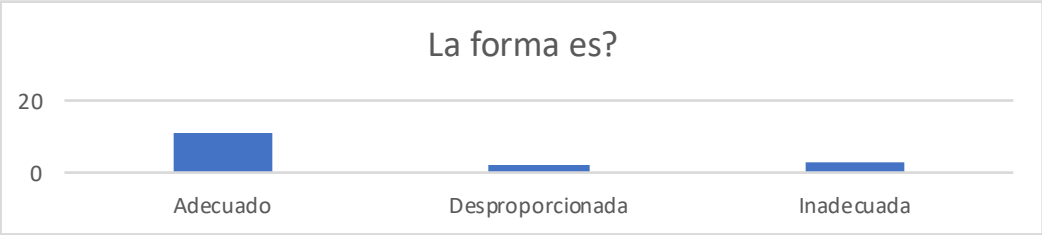
El tamańo es?				
clase	Fl	Fr	Fp	FPA
Adecuado	7	0.4375	43.75	43.75
Chico	9	0.5625	56.25	100
Grande	0	0	0	100
	16		100	

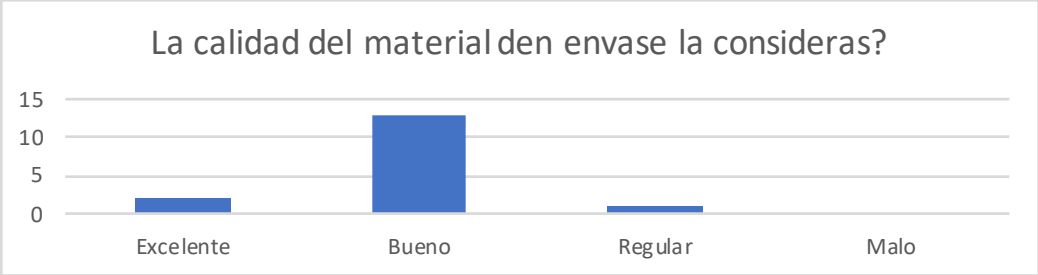
La forma es?				
clase	Fl	Fr	Fp	FPA
Adecuado	11	0.6875	68.75	68.75
Desproporcionada	2	0.125	12.5	81.25
Inadecuada	3	0.1875	18.75	100
	16		100	

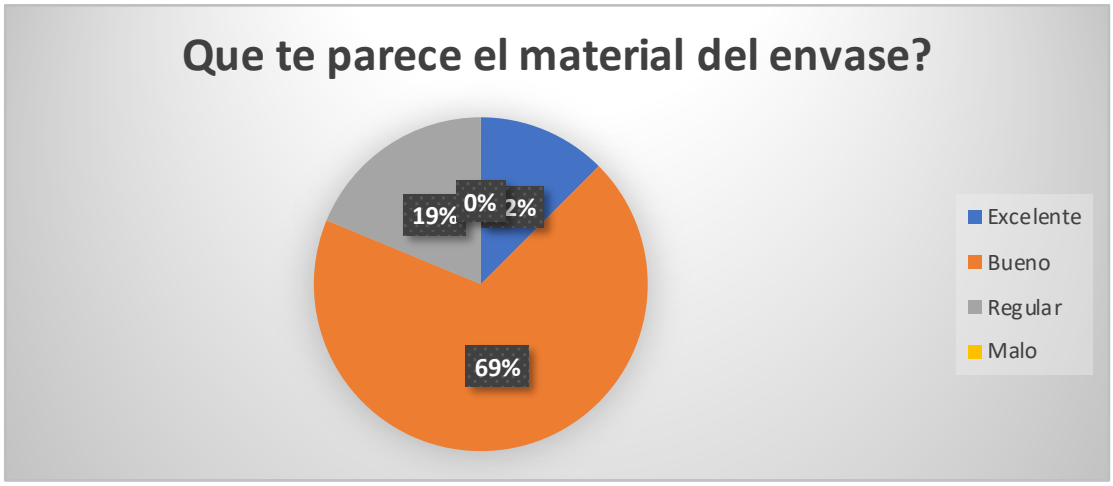
La calidad del material den envase la consideras?				
clase	Fl	Fr	Fp	FPA
Excelente	2	0.125	12.5	12.5
Bueno	13	0.8125	81.25	93.75
Regular	1	0.0625	6.25	100
Malo	0	0	0	100
	16		100	

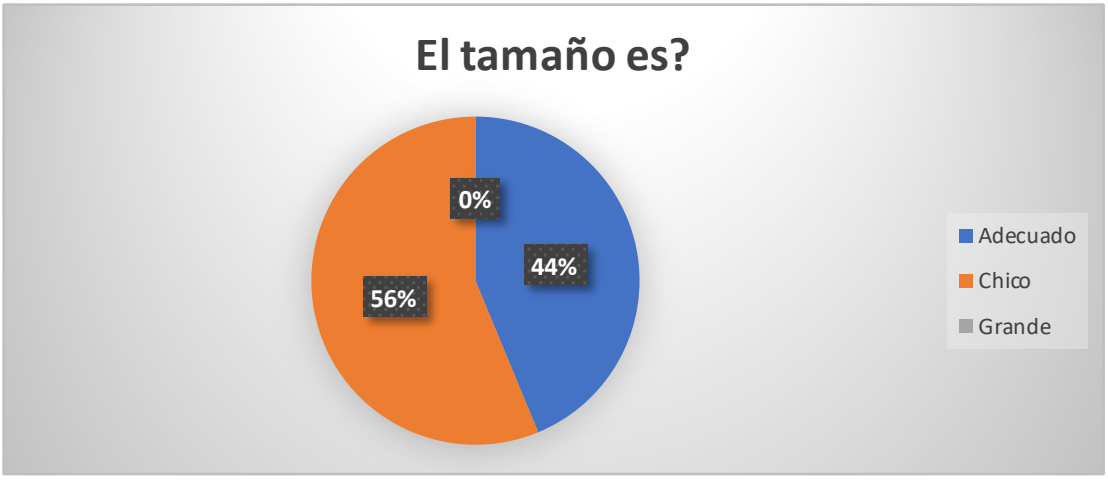

Que te parece el material del envase?
15
10
5
0
Excelente
Bueno
Regular
Malo

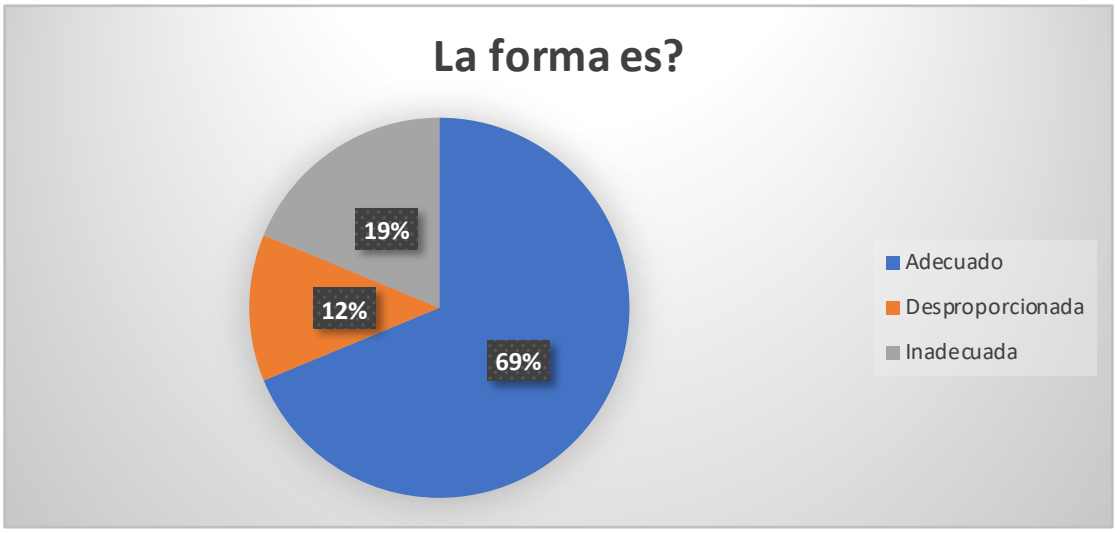
El tamaño es?
10
0
Adecuado
Chico
Grande


La forma es?
20
0
Adecuado
Desproporcionada
Inadecuada

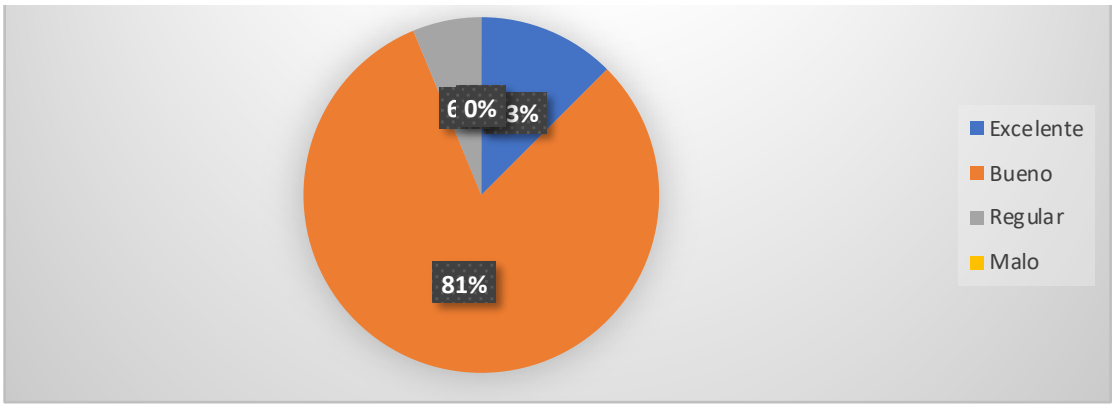

La calidad del material den envase la consideras?
15
10
5
0
Excelente
Bueno
Regular
Malo

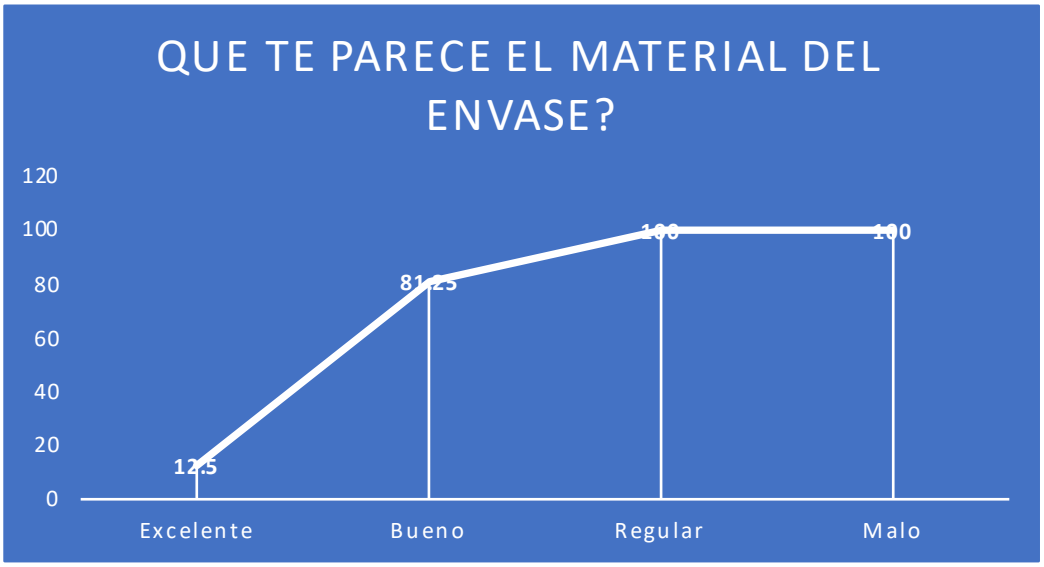


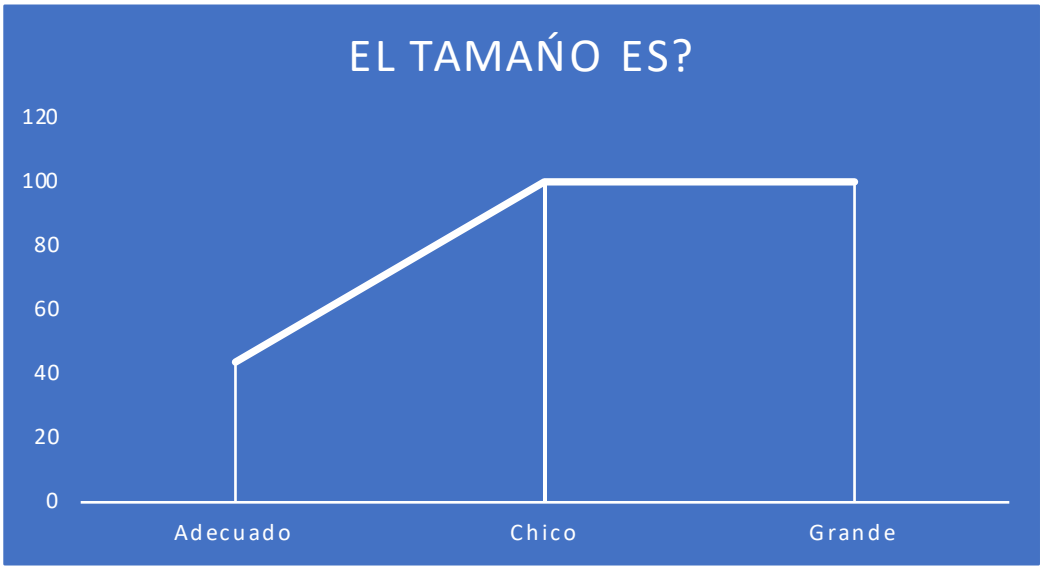


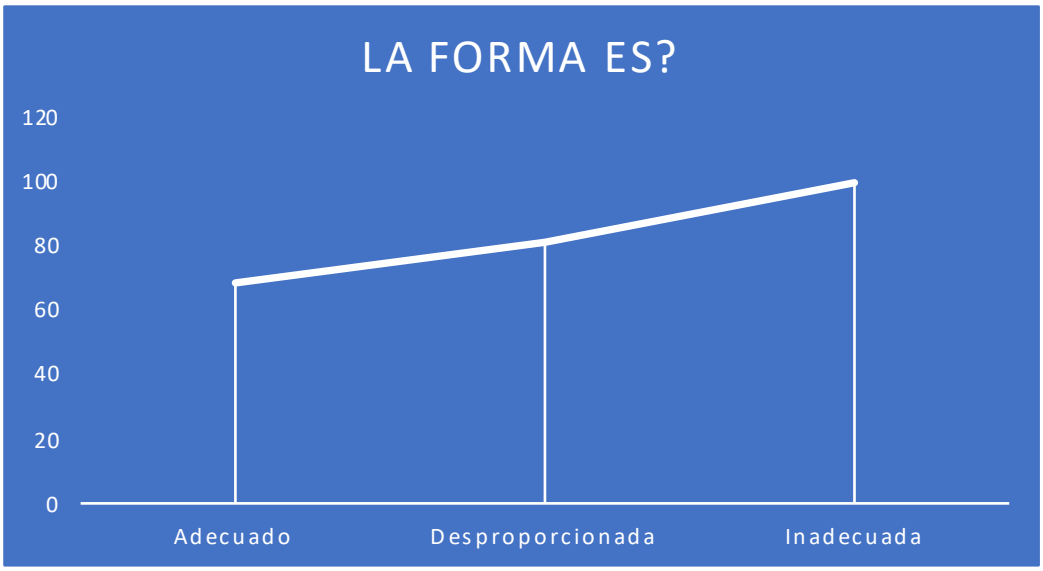


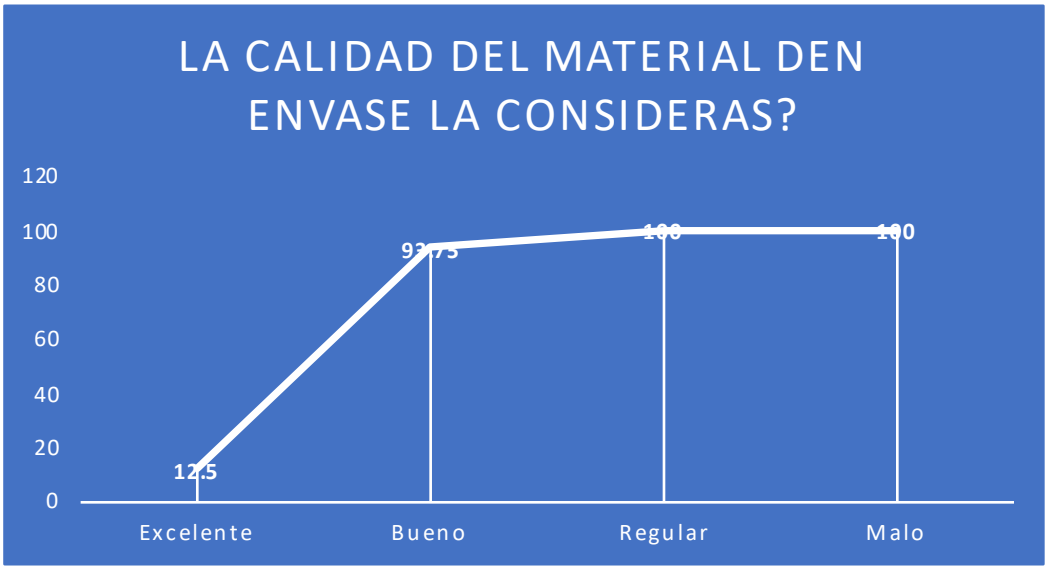
La calidad deln material del envase la consideras?


6 0%
3%
81%
Excelente
Bueno
Regular
Malo


QUE TE PARECE EL MATERIAL DEL ENVASE?
120
100
80
60
40
20
0
12.5
81.25
100
100
Excelente
Bueno
Regular
Malo


EL TAMAŃO ES?
120
100
80
60
40
20
0
Adecuado
Chico
Grande


LA FORMA ES?
120
100
80
60
40
20
0
Adecuado
Desproporcionada
Inadecuada

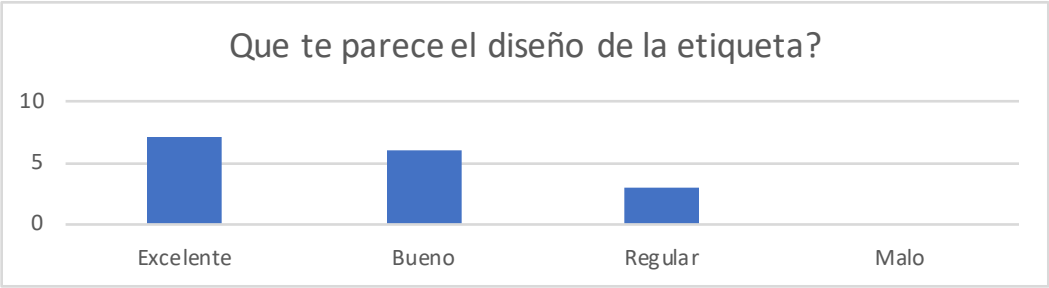

LA CALIDAD DEL MATERIAL DEN ENVASE LA CONSIDERAS?
120
100
80
60
40
20
0
12.5
93.75
100
100
Excelente
Bueno
Regular
Malo

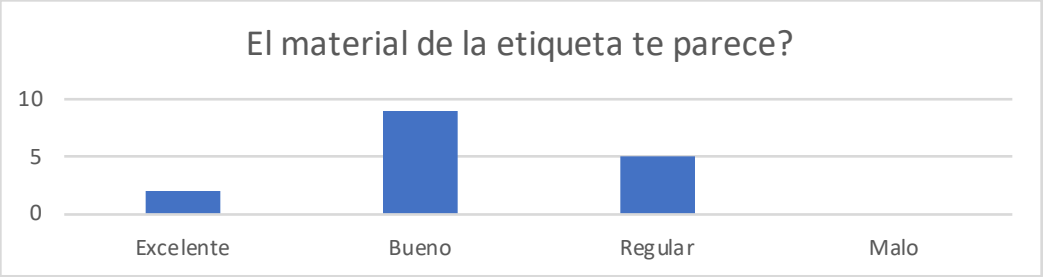
Etiqueta

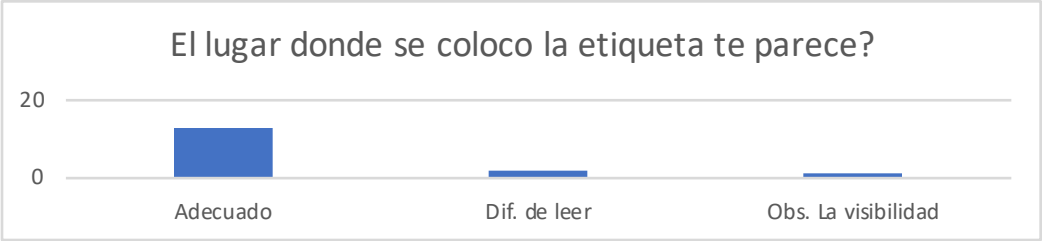
Que te parece el diseño de la etiqueta?				
clase	Fl	Fr	Fp	FPA
Excelente	7	0.4375	43.75	43.75
Bueno	6	0.375	37.5	81.25
Regular	3	0.1875	18.75	100
Malo	0	0	0	100
	16		100	

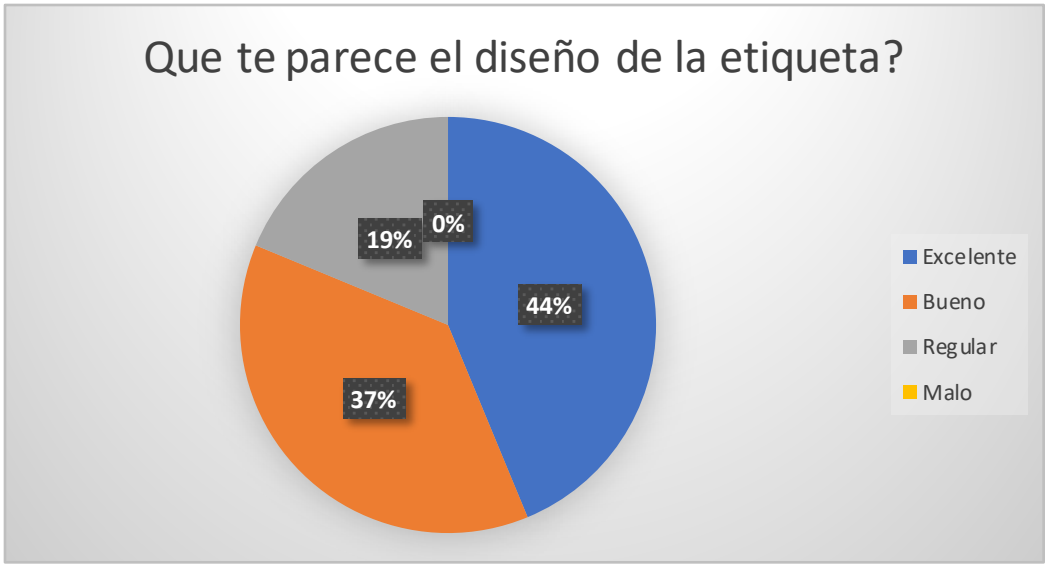
El material de la etiqueta te parece?				
clase	Fl	Fr	Fp	FPA
Excelente	2	0.125	12.5	12.5
Bueno	9	0.5625	56.25	68.75
Regular	5	0.3125	31.25	100
Malo	0	0	0	100
	16		100	

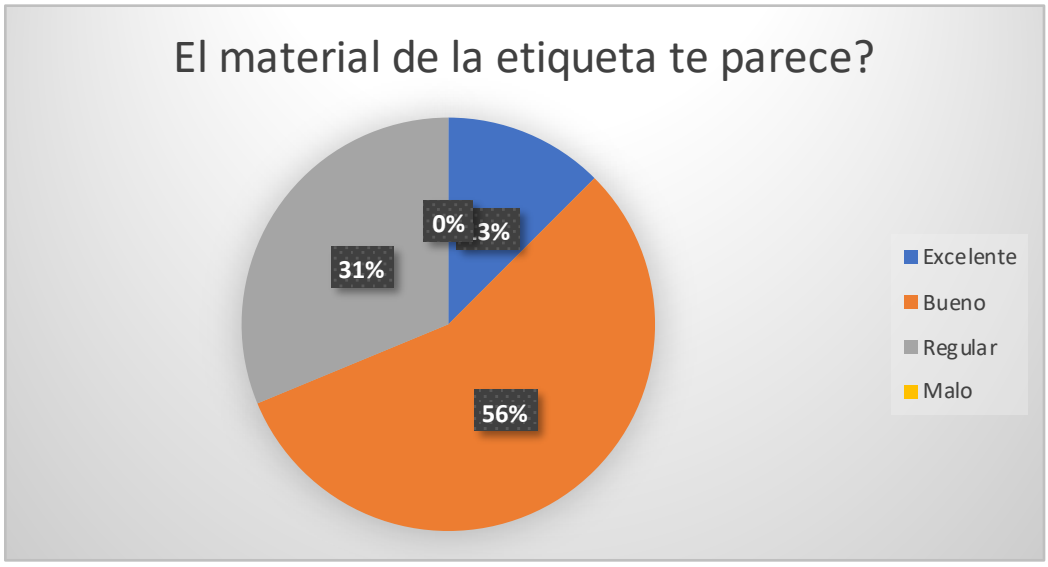
El lugar donde se coloco la etiqueta te parece?				
clase	Fl	Fr	Fp	FPA
Adecuado	13	0.8125	81.25	81.25
Dif. de leer	2	0.125	12.5	93.75
Obs. La visib	1	0.0625	6.25	100
	16		100	

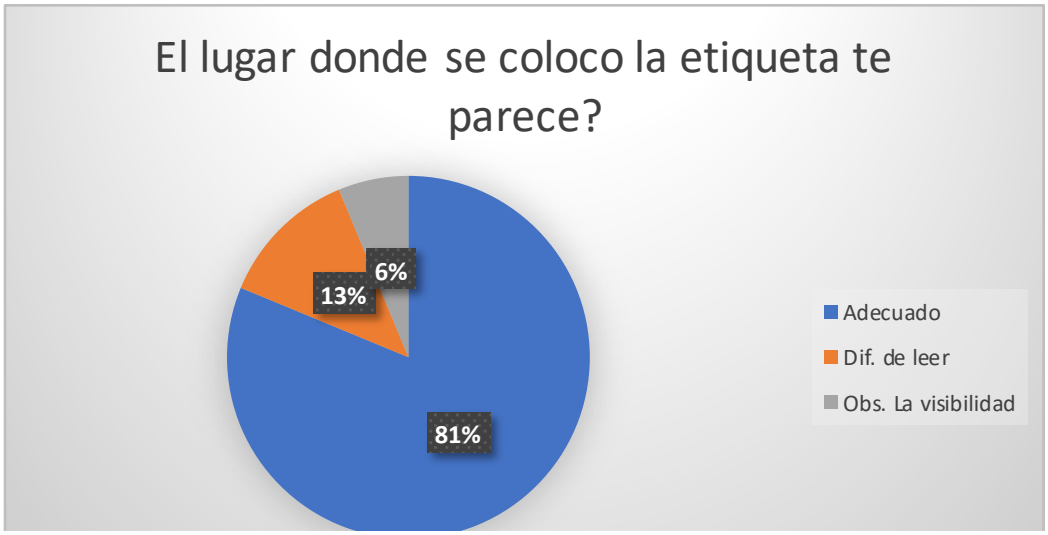

Que te parece el diseño de la etiqueta?
10
5
0
Excelente
Bueno
Regular
Malo

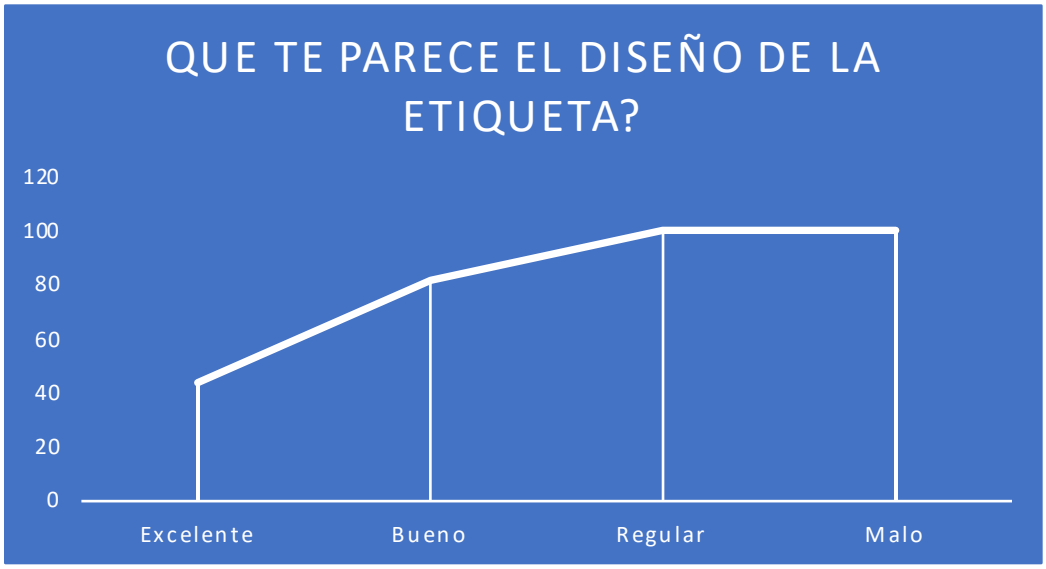

El material de la etiqueta te parece?
10
5
0
Excelente
Bueno
Regular
Malo

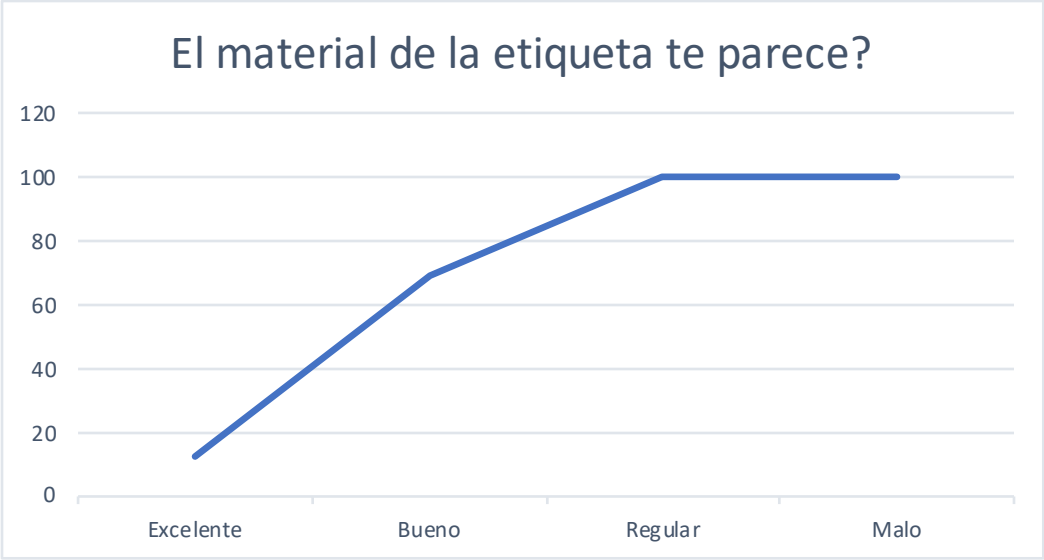

El lugar donde se coloco la etiqueta te parece?
20
0
Adecuado
Dif. de leer
Obs. La visibilidad

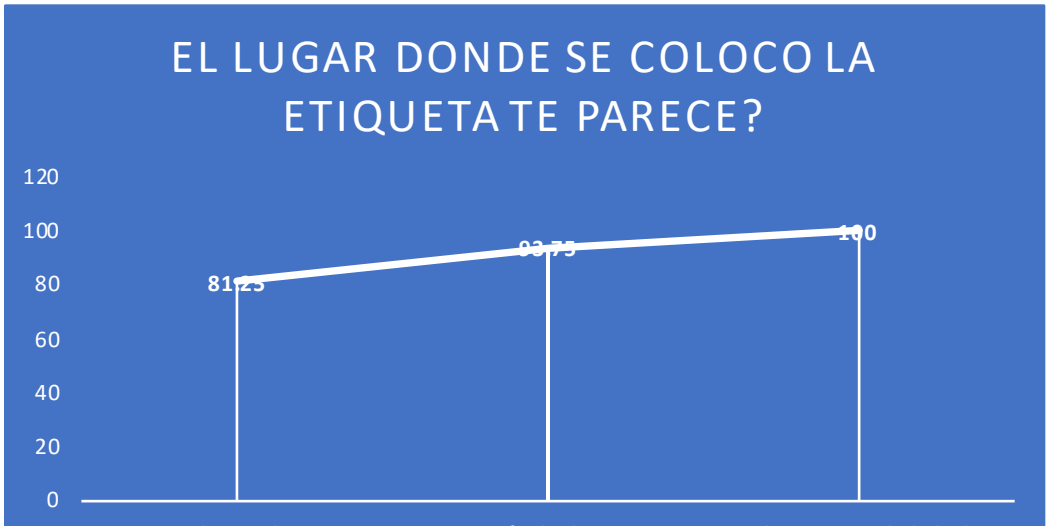

Que te parece el diseño de la etiqueta?
0%
19%
44%
37%
Excelente
Bueno
Regular
Malo


El material de la etiqueta te parece?
0%
3%
31%
56%
Excelente
Bueno
Regular
Malo


El lugar donde se coloco la etiqueta te parece?
6%
13%
81%
Adecuado
Dif. de leer
Obs. La visibilidad


QUE TE PARECE EL DISEÑO DE LA ETIQUETA?
120
100
80
60
40
20
0
Excelente
Bueno
Regular
Malo

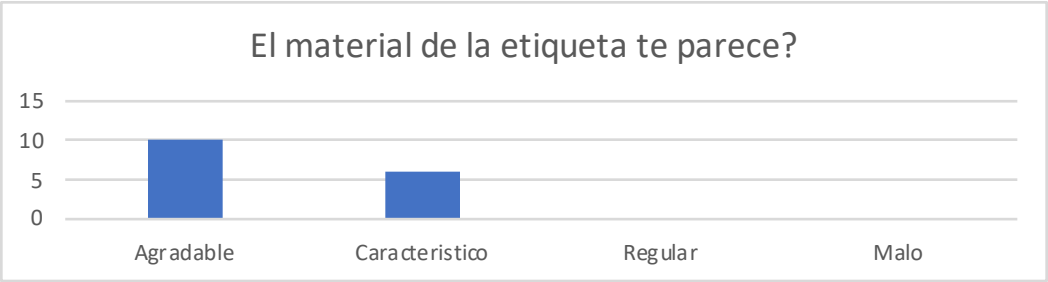

El material de la etiqueta te parece?
120
100
80
60
40
20
0
Excelente
Bueno
Regular
Malo

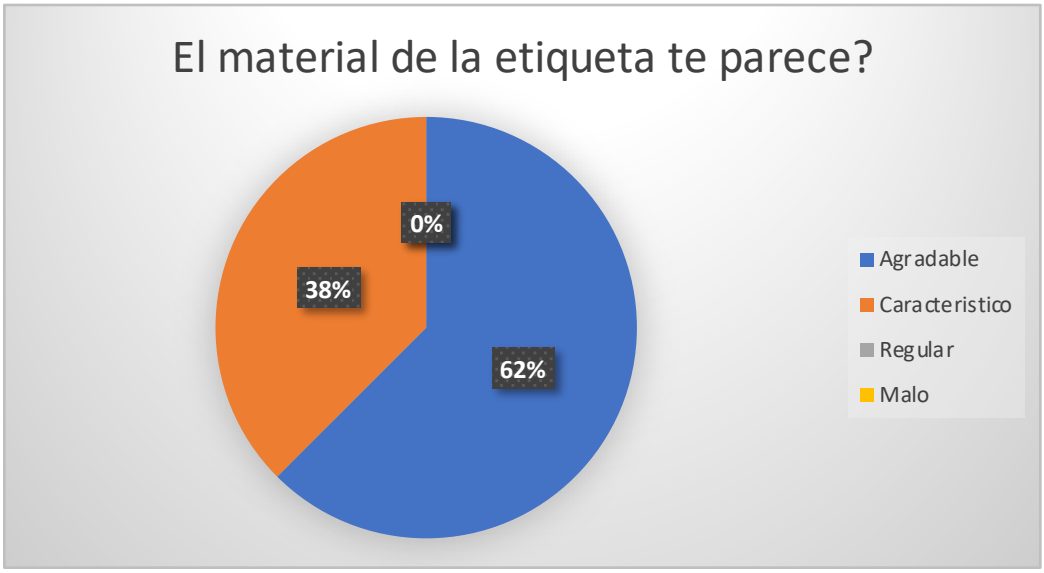

EL LUGAR DONDE SE COLOCO LA ETIQUETA TE PARECE?
120
100
80
60
40
20
0
81,25
93,75
100

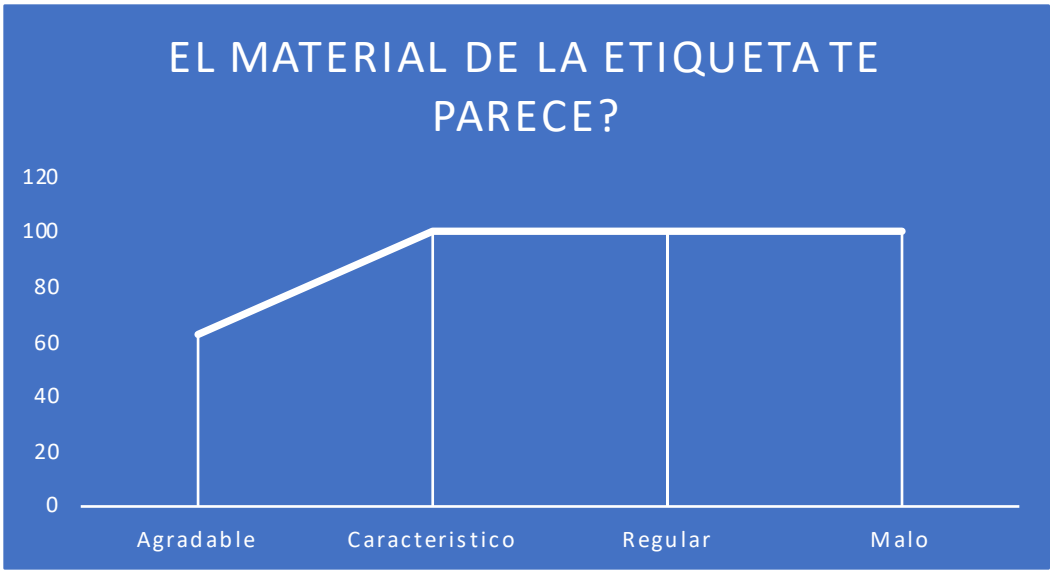
Adecuado	Dif. de leer	Obs. La visibilidad

Producto

El material de la etiqueta te parece?				
clase	Fl	Fr	Fp	FPA
Agradable	10	0.625	62.5	62.5
Caracteristic	6	0.375	37.5	100
Regular	0	0	0	100
Malo	0	0	0	100
	16		100	


El material de la etiqueta te parece?
15
10
5
0
Agradable
Caracteristico
Regular
Malo


El material de la etiqueta te parece?
0%
38%
62%
Agradable
Caracteristico
Regular
Malo

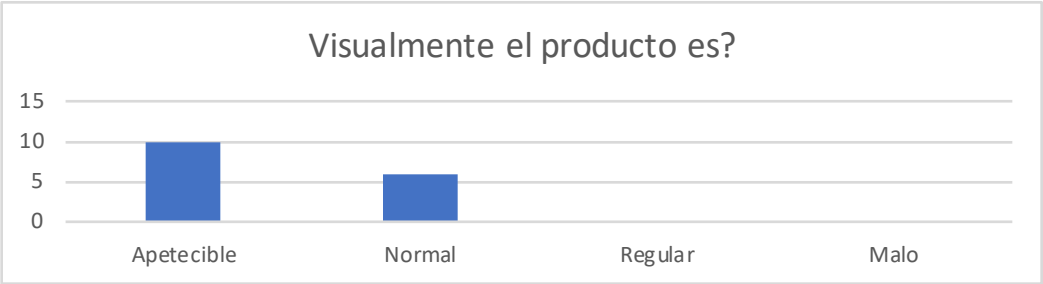

EL MATERIAL DE LA ETIQUETA TE PARECE?
120
100
80
60
40
20
0
Agradable
Caracteristico
Regular
Malo

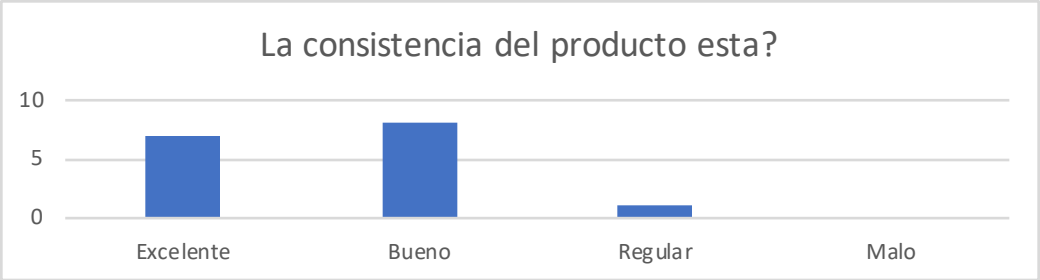
Consistencia y color

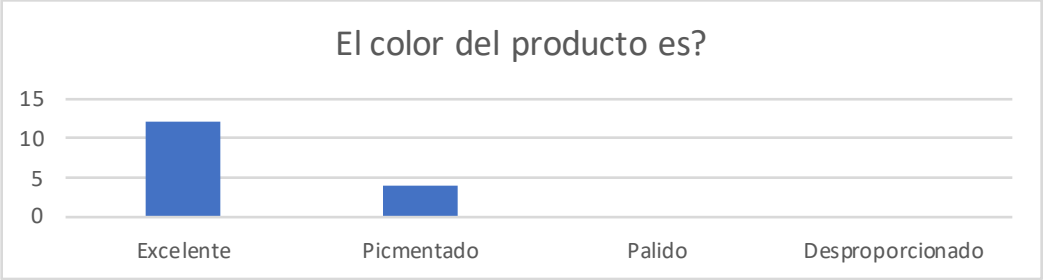
Visualmente el producto es?				
clase	Fl	Fr	Fp	FPA
Apetecible	10	0.625	62.5	62.5
Normal	6	0.375	37.5	100
Regular	0	0	0	100
Malo	0	0	0	100
	16		100	

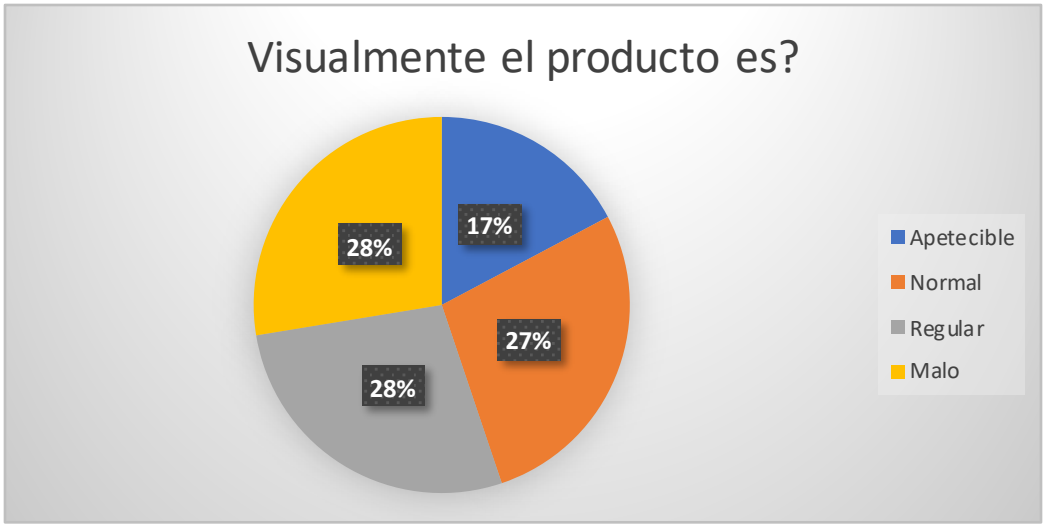
La consistencia del producto esta?				
clase	Fl	Fr	Fp	FPA
Excelente	7	0.4375	43.75	43.75
Bueno	8	0.5	50	93.75
Regular	1	0.0625	6.25	100
Malo	0	0	0	100
	16		100	

El color del producto esta?				
clase	Fl	Fr	Fp	FPA
Excelente	12	0.75	75	75
Picmentado	4	0.25	25	100
Palido	0	0	0	100
Desproporcio	0	0	0	100
	16		100	

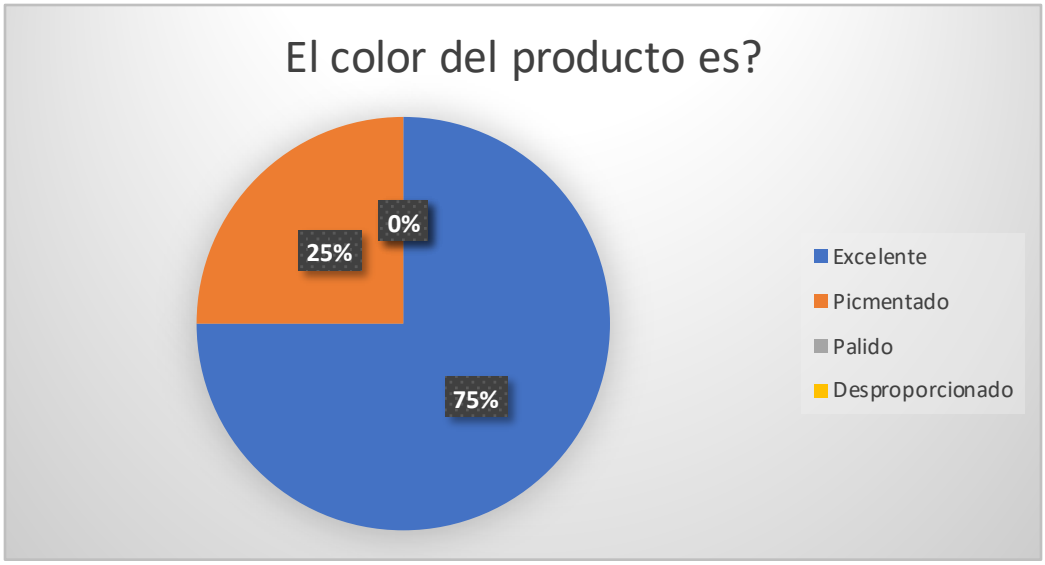

Visualmente el producto es?
15
10
5
0
Apetecible
Normal
Regular
Malo

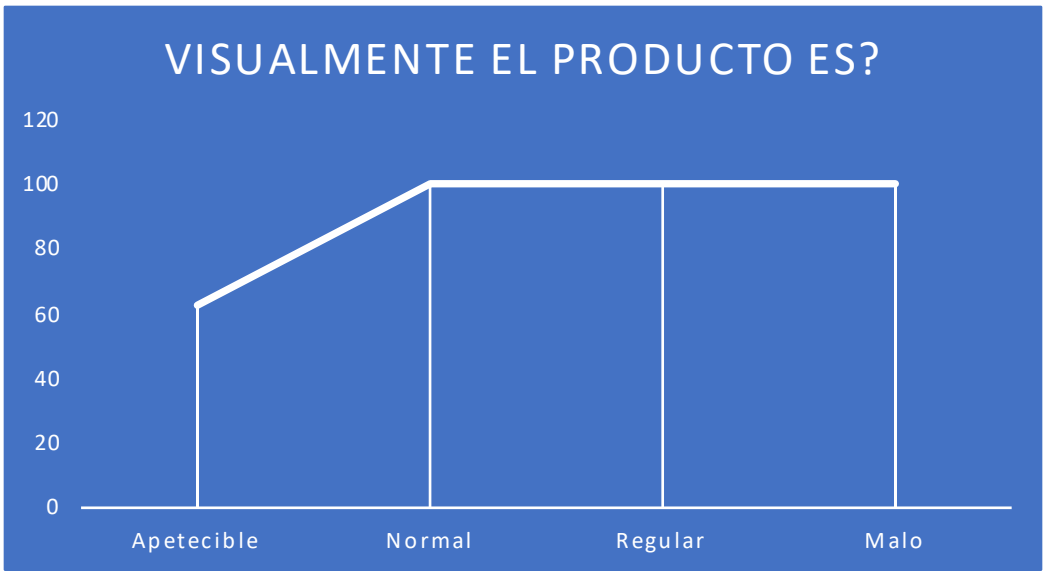

La consistencia del producto esta?
10
5
0
Excelente
Bueno
Regular
Malo


El color del producto es?
15
10
5
0
Excelente
Picmentado
Palido
Desproporcionado

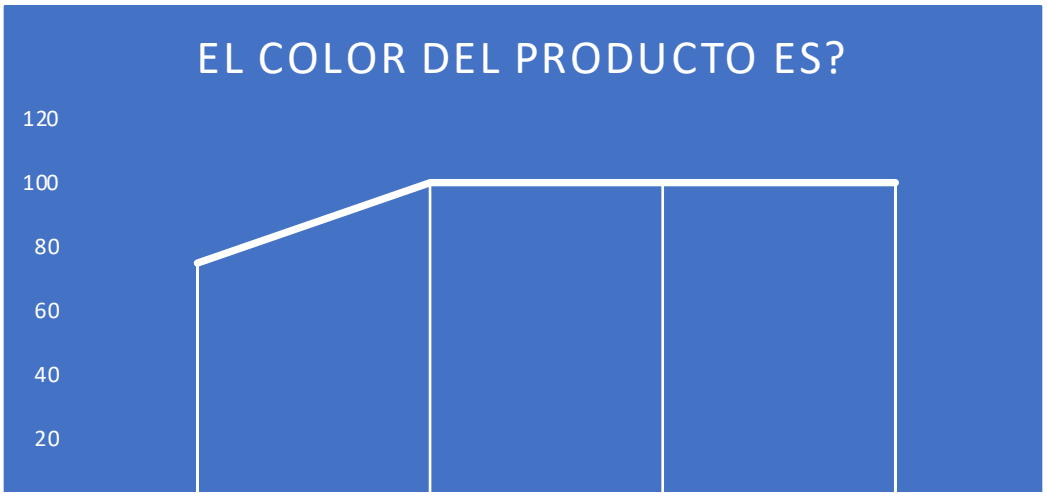

Visualmente el producto es?
17%
27%
28%
28%
Apetecible
Normal
Regular
Malo

La consistencia del producto esta?
6 0%
44%
50%
Excelente
Bueno
Regular
Malo


El color del producto es?
0%
25%
75%
Excelente
Picmentado
Palido
Desproporcionado


VISUALMENTE EL PRODUCTO ES?
120
100
80
60
40
20
0
Apetecible
Normal
Regular
Malo

LA CONSISTENCIA DEL PRODUCTO ESTA?
120
100
80
60
40
20
0
Excelente
Bueno
Regular
Malo


EL COLOR DEL PRODUCTO ES?
120
100
80
60
40
20

0
Excelente
Picmentado
Palido
Desproporcionado

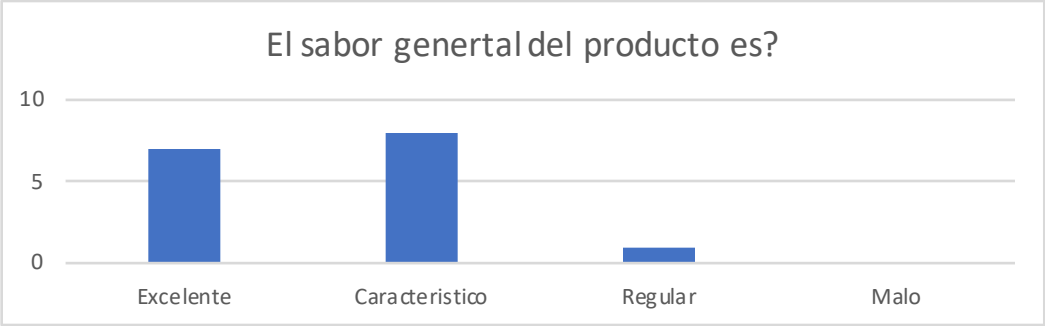
Sabor

El sabor general del producto es?				
clase	Fl	Fr	Fp	FPA
Excelente	7	0.4375	43.75	43.75
Caracteristic	8	0.5	50	93.75
Regular	1	0.0625	6.25	100
Malo	0	0	0	100
	16		100	

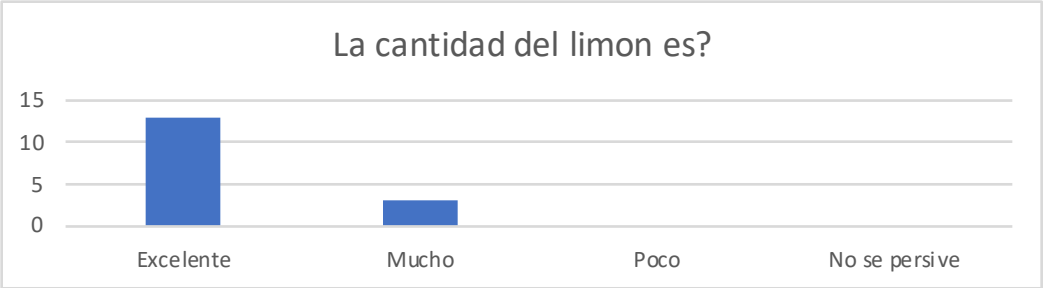
La cantidad de camaron y marisco es?				
clase	Fl	Fr	Fp	FPA
Excelente	10	0.625	62.5	62.5
Mucho	2	0.125	12.5	75
Poco	4	0.25	25	100
No se persive	0	0	0	100
	16		100	

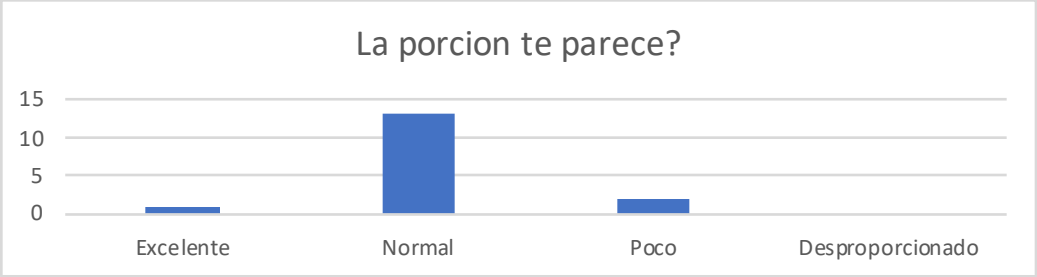
La cantidad del limon es?				
clase	Fl	Fr	Fp	FPA
Excelente	13	0.8125	81.25	81.25
Mucho	3	0.1875	18.75	100
Poco	0	0	0	100
No se persive	0	0	0	100
	16		100	

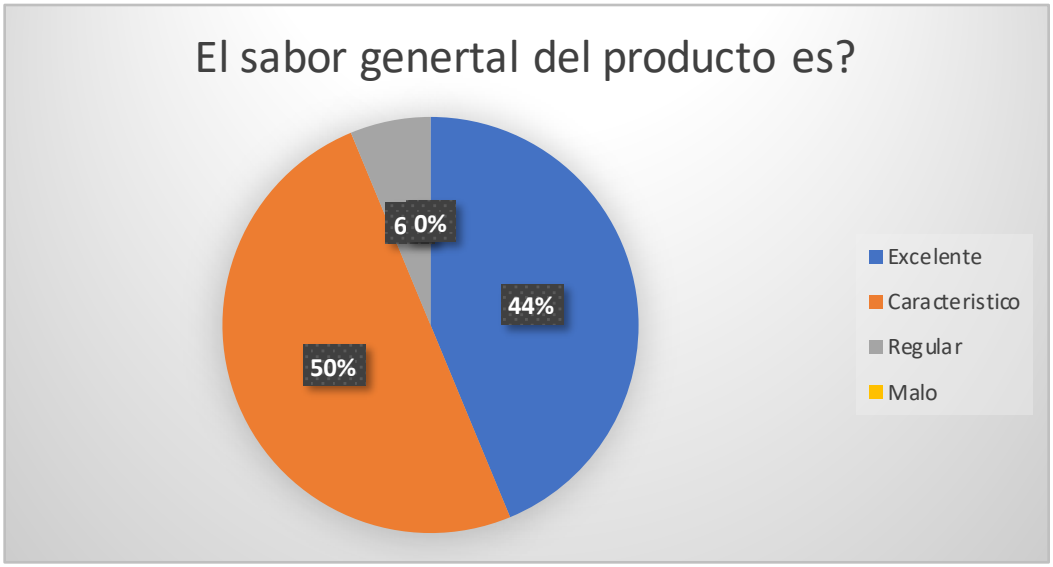
La porcion te parece?				
clase	Fl	Fr	Fp	FPA
Excelente	1	0.0625	6.25	6.25
Normal	13	0.8125	81.25	87.5
Poco	2	0.125	12.5	100
Desproporcio	0	0	0	100
	16		100	

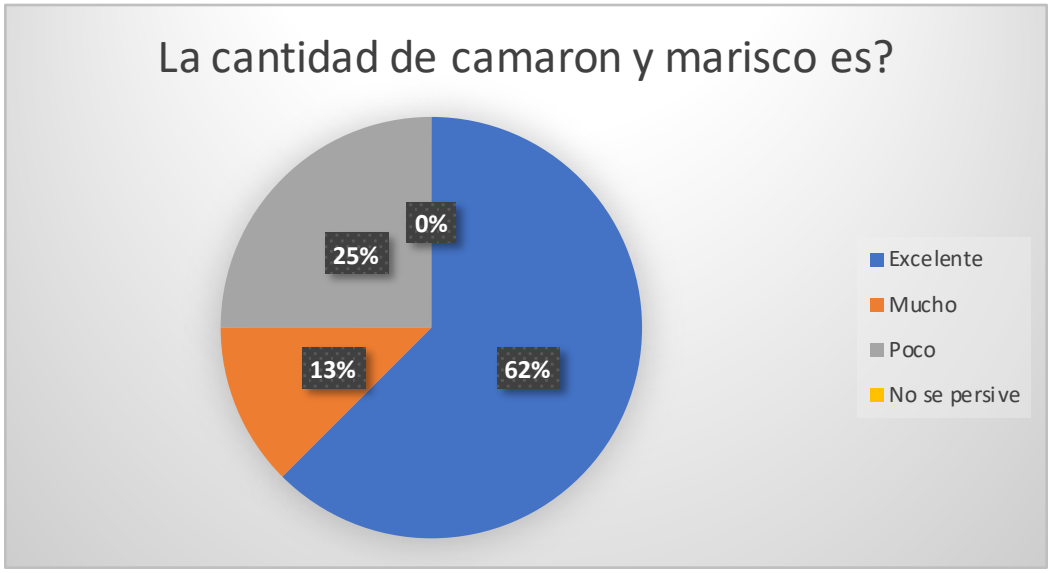

El sabor genertal del producto es?
10
5
0
Excelente
Caracteristico
Regular
Malo

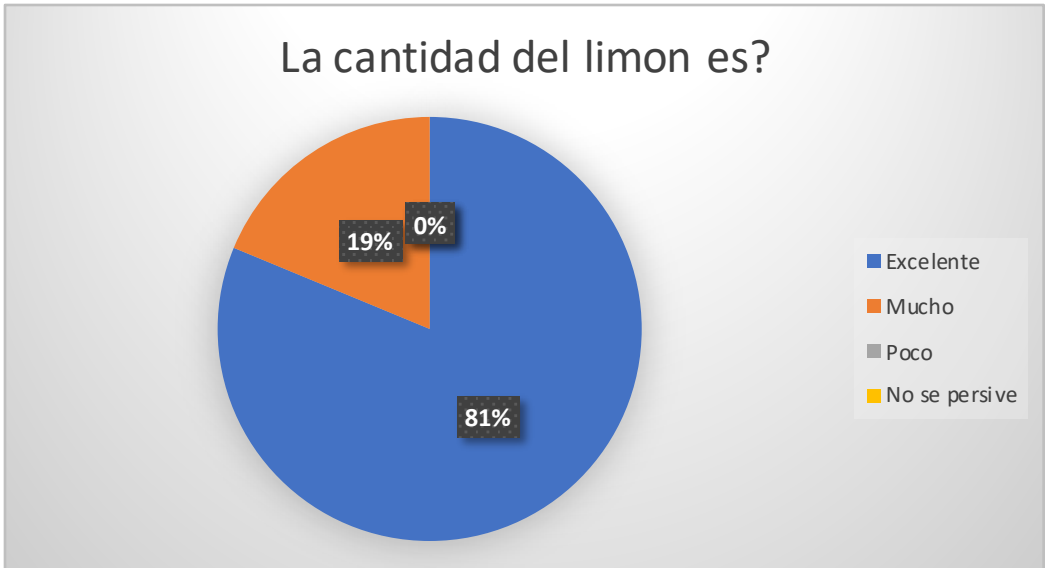
La cantidad de camaron y marisco es?
15
10
5
0
Excelente
Mucho
Poco
No se persive

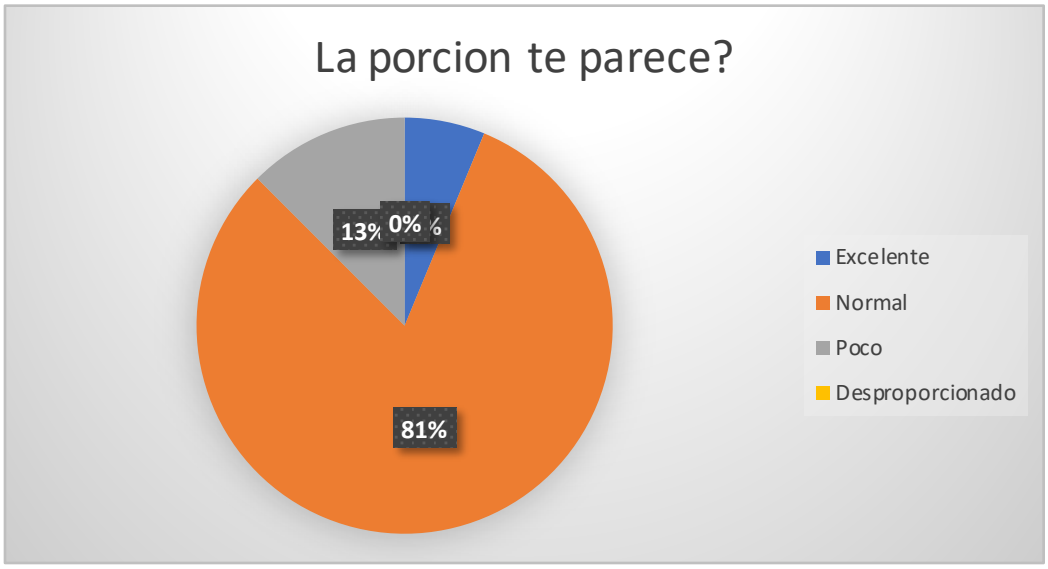

La cantidad del limon es?
15
10
5
0
Excelente
Mucho
Poco
No se persive

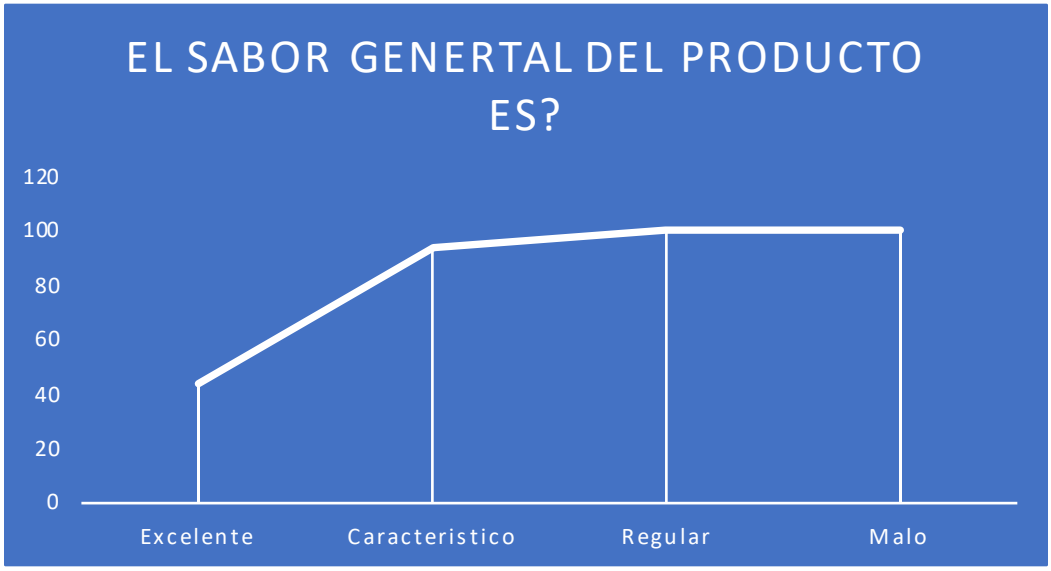

La porcion te parece?
15
10
5
0
Excelente
Normal
Poco
Desproporcionado

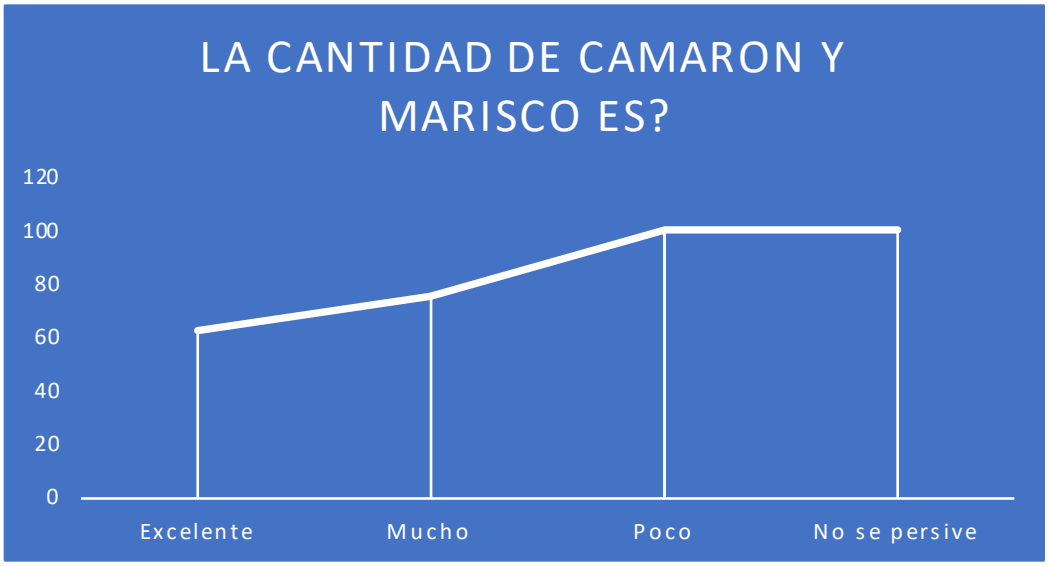

El sabor genertal del producto es?
6 0%
44%
50%
Excelente
Caracteristico
Regular
Malo

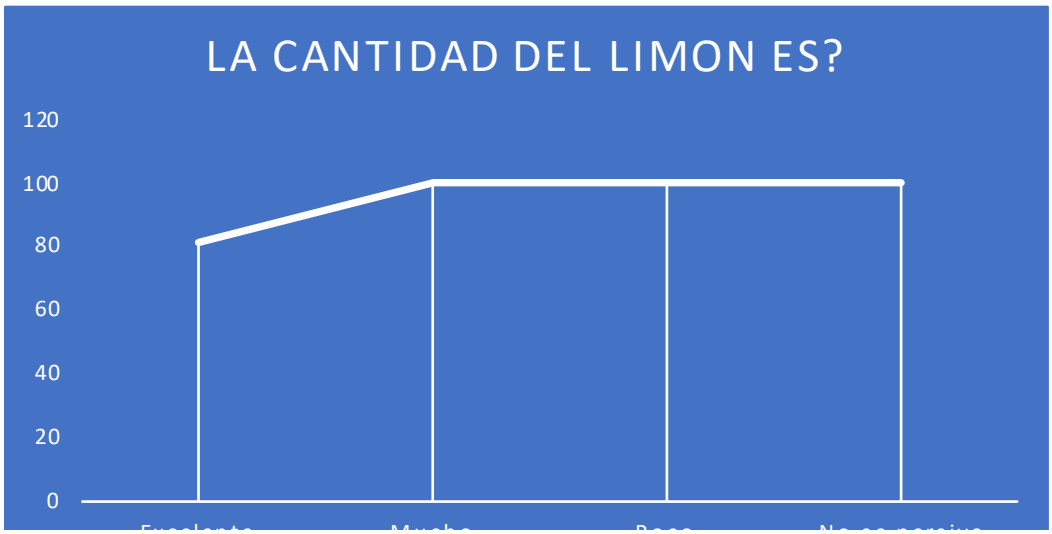

La cantidad de camaron y marisco es?
0%
25%
13%
62%
Excelente
Mucho
Poco
No se persive


La cantidad del limon es?
19%
0%
81%
Excelente
Mucho
Poco
No se persive

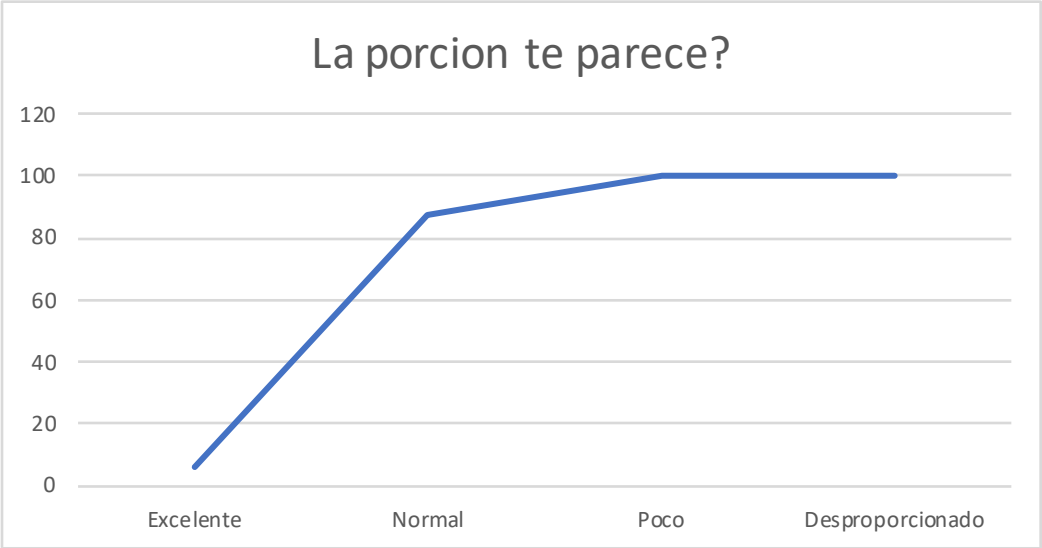

La porcion te parece?
13%
0%
81%
Excelente
Normal
Poco
Desproporcionado


EL SABOR GENERTAL DEL PRODUCTO ES?
120
100
80
60
40
20
0
Excelente
Caracteristico
Regular
Malo


LA CANTIDAD DE CAMARON Y MARISCO ES?
120
100
80
60
40
20
0
Excelente
Mucho
Poco
No se persive

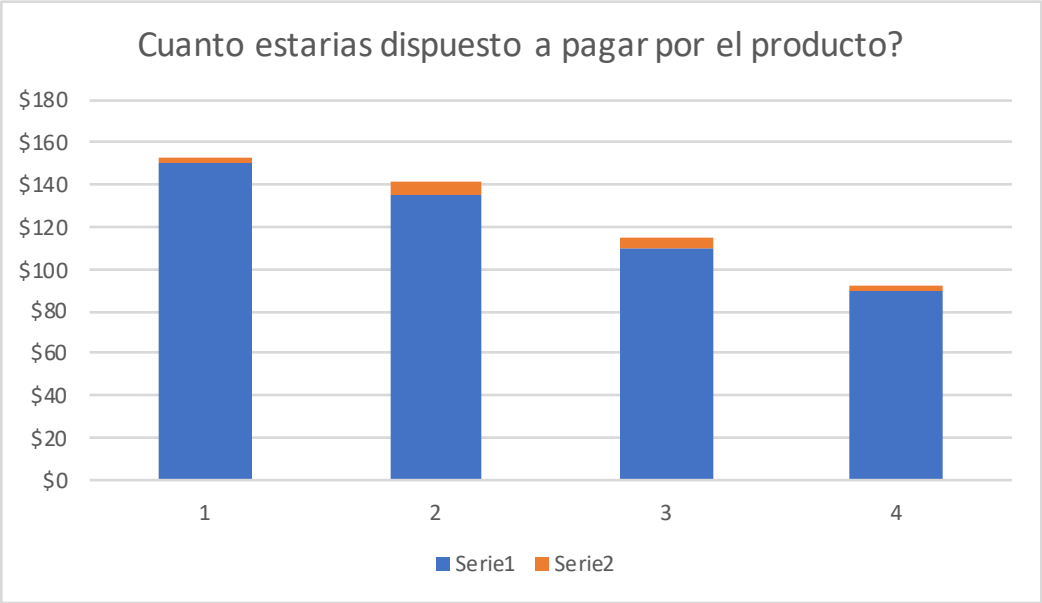

LA CANTIDAD DEL LIMON ES?
120
100
80
60
40
20
0

Excelente	Mucho	Poco	No se persive

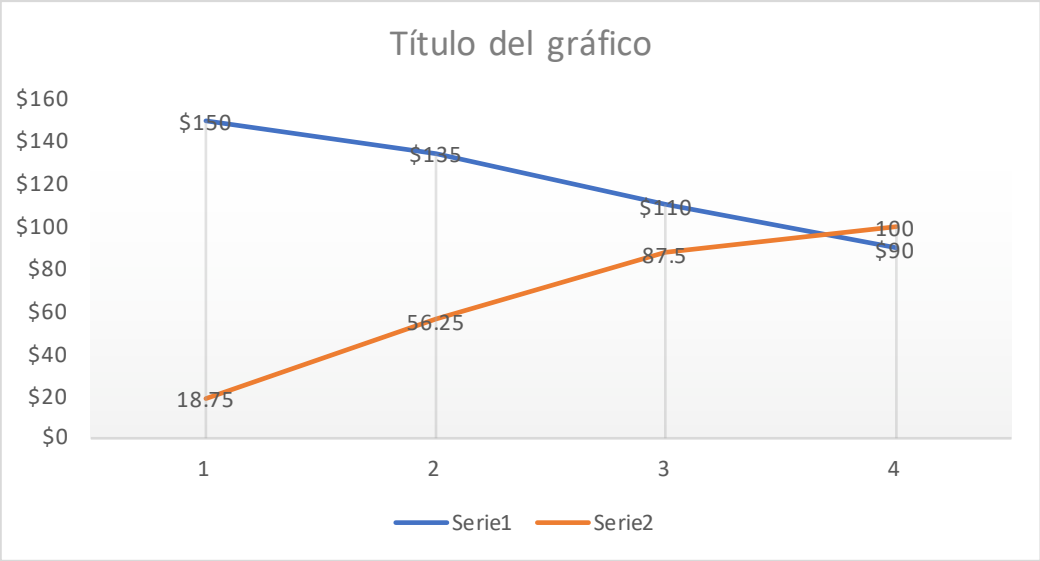


Precio

Cuanto estarias dispuesto a pagar por el producto?				
clase	Fl	Fr	Fp	FPA
$150	3	0.1875	18.75	18.75
$135	6	0.375	37.5	56.25
$110	5	0.3125	31.25	87.5
$90	2	0.125	12.5	100
	16		100	


Cuanto estarias dispuesto a pagar por el producto?
$180
$160
$140
$120
$100
$80
$60
$40
$20
$0
1
2
3
4
Serie1
Serie2

Cuanto estraias dispuesto a pagar por el producto?
18%
31%
23%
28%
1
2
3
4


Título del gráfico
$160
$140
$120
$100
$80
$60
$40
$20
$0
$150
$135
$110
$90
18.75
56.25
87.5
100
1
2
3
4
Serie1
Serie2