

' + 6 ' \$ 1 %* 1 < \$ 3 9

& £ P D U H 3 7 L Q W H O I E R C R V E 0 X] 0 3

y& 0 2 6 G H P H J D S ^ [H O H V
y0 £ [I S V 0 3
y' H W H F F L F G U V R Q H K ^ F X O R V
y& D E V W D P I S W U X V L µ Q
y& R G L I L F D F L µ Q
y3 2 ()
y & R Q Y H U V D F L µ Q E L G L U H F F L R Q D O
y \$ O D U V P Q R L O X P L Q R V D
y / X] , 5 \ E O D Q V D P R V G R G H Y L V L Q R F W X U Q D
y , 3

Sense

:L]6HQVH ODQ]DGR SRU 'DKXD 7HFKQRORJ\ HV XQD VHULH GH SURGXFWRV \ VROXFRLRQH GH LQWHOLJHQFLD
DUWLILFLDO TXH DGRSWDQ XQ FKLS GH LQWHOLJHQFLD DUWLILFLDO LQGHSHQGRLHQWH \ XQ DOJRULWPR GH DSUHQGL]DMH
SURIXQGR 6H FHQWUD HQ KXPDRV \ YHK^FXORV FRQ JUDQ SUHFLVLµQ OR TXH SHUPLWH D ORV XVXDULRV
DFWXDU U£SLGDPPHQWH DQWH REMHWLYRV GHILQLGRV %DVDGR HQ ODV WHFQRORJ^DV DYDQ]DGDV GH 'DKXD :L]
6HQVH RIUHFH SURGXFWRV \ VROXFRLRQH LQWHOLJHQWH VLP SOHV H LQFOXVLYRV

'HVFULSFBHGHGNDLVWHPD

/DVHULHWLPHHQGHF£PDU3DSHTXHTDOHYOLYGHHQHQLPL'HQSRGWH
GHWHXWDDWU XDVLEWQDDUFBRURDXPLQRVDRQWLQXVDFDQPHLWH
IRUPLDQVWQVGHBDYLLWBEQBQWUXDVEQHQWHPDQWHL<QGRO
LQIRUPDQSRUGVQVYHHQFXHQVGBHVRHPXQLFEEGLQWHFDRKDDHO
SHUP'EWFXQLFRUS/HUVRTQW/HQFXHQWHDQDD£PDHDLVHPUSHRO
7DPEL3XHGHD'EDLGHDRMRGRORLQIRUPDGHYHQHQWDRYHGLDQWH
LOXPLQDGRDQWHLORXWHHGXFHFD]PDDVQWDPDPLDXPLDQFD

)XQFLRQH V

,96
&RQDOJRUGVWRLRBRDQ]DGRHFQRORXQDGDGPLWBFRLRQH V
LQWHOLFRLRWHVDSHDEOHQWUXVLµQ

+ LQWHOLJHQWHBQWHOLJHQWH
&RQDOJRUDWDR]DGRQWGRORFDGDSWDCEDVHFHQWHFQRGRJ^D
FRGLILFDQW/HQGHQXBRJXQDD\RWILFLHQFBGLILFDXFLµQ\
+ SURSRUFLRGGDDOQDGLGEGXFORVQHDOPDFHQDRLHQWR
WUDQVPLVLµQ

&RQYHUVDFLµQ ELGLUHFFLRQDO
&RQXPLFUµIBQRUSGHDGWHQVLELODGDGSRQSWWHDFLDPDUD
SHUPKQBRPXQLFEEGLQWHFWBQDDDSOLFDFYµD

6LUHQDQXG HGLVXD VLFVQLYD
/DF£PDGBUHGRLUHDDQFWGVDLVXDGHQXDGPLDHDODU3HD
OXEQODQDDODU3HDFXDQGHURGXGHYHGMRLPHSDUDDJUDU
DGLVXDVXQDQWUHYHDFLWDFDPDHDWQWHJHGXDROR]
DGPLDQPSRUWDFLRSUHVVRQDOL]DGD

'HWHFFKXRDQD
/RVDOJRULLVQRHVLGHQKXBMWUBEGHVKIXPDRQRPRYLPLHQWR
ORMLGHRIVOVDDQDUPDQVDFWLSFDEMHVQRYRVDQRDUUD
DXPHQWQWHLVQDGLFDFHDDDDUPDV

