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Manufacturers produce branded products which they assert and advertise to be identical within some technical standard. Product testing seeks to ensure that consumers can understand what products will do for them and which products are the best value. Product testing is a strategy to increase consumer protection by checking the claims made during marketing strategies.

Business Example

After production finished, the product is tested. Product testing is used to conduct many tests simultaneously and to conduct multiple test scenarios at a time to keep records under a single document.