

Marketing Mix Team Challenge

- We have 30 minutes of class today
- You may use 20 minutes to create your “masterpiece”
- Congratulations: you are an intern for the new bakery in town! You will be preparing a product for a customer. Read all information carefully.
- All items in your bag **MUST** be used (the entire piece does not have to be used; cutting is allowed); you may **TRADE** with another team, but it must be a trade—no giveaways!
- Utilize all components of the marketing mix; write down all of your information:
 - Product
 - Price
 - Place
 - Promotion

- Proper and safe food handling procedures must be followed
 - Use the soap, water, & paper towels in the classroom
 - Use the plastic gloves provided
- Packaging is a MUST! Presentation is what sells your product.
- You may use the computer and printer in class
- Appoint one person to give brief description and how the marketing mix was fulfilled (when time is called)
- Twist to the challenge: Your product theme is _____

- Baby Shower

- Wedding Reception

- Graduation Party

- Youth Birthday Party (under the age of 12)

- Sweet 16 Birthday Party

- 50th Wedding Anniversary

- Halloween Party