

CADDMark New Product Design Project Weekly Work (checklist of items to be completed for points):

- ✓ Product Name, Logo and Slogan
- ✓ Mission Statement
- ✓ Primary Data
- ✓ Secondary Data
- ✓ SWOT Analysis
- ✓ Benefits and Features
- ✓ Advertising Media Selection and Timeline (Calendar of Events)
- ✓ Budget for Advertising Media Selections
- ✓ Manufacturing Costs and Product Pricing
- ✓ Weekly Task Lists – 4 total

- ✓ Marketing Plan (items that should be included, may add more or change headings)
 - Market Research Data
 - Primary Data--Survey
 - Product Data
 - Full Description
 - Secondary Data—Research
 - Mission Statement
 - Benefits and Features
 - Financial Data
 - Manufacturing Costs
 - Other Costs (distribution, wages, etc)
 - Selling Price
 - Projected Sales
 - Sales and Distribution Data
 - Direct Sales
 - On-Line Sales
 - Shipping
 - Storage
 - Promotional Mix Data
 - Advertising
 - Public Relations
 - Personal Selling
 - Promotional Sales

- ✓ PowerPoint Presentation (short, simple and to the point—not to read from, rather an outline to lead the presentation)
 - Organizational Chart
 - Mission Statement
 - Product/Service Description

- Benefits and Features
- Target Market
- Initial Brainstorming Ideas
- Design
- Uniqueness
- SWOT Analysis
- Pricing and Other Financial Information
- Survey Data
- Promotional Mix
- Conclusion