

Project in a Bag Guideline

Task: To create a useful product for a specific target market using ALL items in your bag

- **Pick a target market**
- **Create a product using ALL the contents of the bag, including the bag.**
- **Develop a marketing plan for you product, include the following information:**
 - **Name of product**
 - **Explanation of the product**
 - **Price of the product**
 - **Target market/audience**
 - **How will you product your product?**
 - **Where will you produce your product?**
 - **How/where will you sell your product?**
 - **How will you advertise or promote your product?**
 - **Why will people want to buy your product?**
- **Create at least two advertisements for your product. Pick from the list below:**
 - **Flyer**
 - **Brochure**
 - **Script for a radio ad**
 - **Script for a commercial**
 - **Jingle**
- **Place all information on one poster board**
- **Each group will have five minutes to present**

Product Development Project

New products are the key to a company's sales growth. If you include everything from minor innovations to major new brands, new products are the most vital fuel of our economy. You have been assigned the task of developing a new product. This product does not exist on the market today. You must follow the guidelines listed below.

PRODUCT DEVELOPMENT

- ____ 1. Generate Ideas-Brainstorm **3** possible ideas – list all **3** of your ideas (15)
- ____ 2. Screen Ideas- Select one of the **3** products and explain why you chose the particular product (20)
- ____ 3. Define your target market, forecast market share, and assess competition's reaction (15)
- ____ 4. Develop the product – construct a prototype for this product and design an appropriate package (25)
- ____ 5. Package design—create the container or wrapping for your product (25)
 - Follow the 5 functions of packaging listed in your book
 - Promoting and selling the product
 - Define product identity
 - Providing information
 - Meeting customer needs
 - Ensuring safe use
 - Protecting the product
- ____ 6. Create a brand mark for your product and explain why you chose the design you did (10)
- ____ 7. Explain how you plan to position your product
- ____ 8. Describe one way your packaging addresses social or environmental concerns (10)
- ____ 9. Personification- Identify/explain a role model for your target:
Ask the questions, what kind of _____ (product category) would _____
(fill in the name of a clearly famous person) use? (10)
10. Neatness (10)

150 Total Points

PRESENTATION

Your group will be presenting your newly created product to your peers. Make sure you fully understand what your product is and who it is for. Each group member should be able to answer any question asked about the product, from its creation to the prototype.

_____ Describe the product (10)

_____ Explain your package design. Why did you choose the one you did (10)

_____ Define your target market (10)

_____ Explain positioning of your product (10)

_____ Explain personification (10)

_____ /50 Total Points

_____ /200 TOTAL PROJECT POINTS

PRODUCT DEVELOPMENT PROJECT

Your assignment is to develop a new soft drink for the consumer market. This product requires a brand, package and label for distribution. You may work alone or with ONE partner. Your grade will be based on the use of class time, completeness of information, appropriateness of brand, package, label and product for the target market, and overall impression. This project counts as 2 test grades.

COMPLETE THE FOLLOWING INFORMATION:

1. Describe your target market:
 2. Complete the steps of the product development process. Provide the appropriate information for each step.
 - A. Idea generation: list all of the ideas you (and your partner) generate.
 - B. Idea screening: Identify which ideas are being eliminated and indicate the reason. Your final idea must be deemed appropriate and approved by the teacher. You may not infringe on existing trademarks. You must make sure your brand name meets the guidelines for a successful brand—see your notes.
 - C. Concept testing: Ask your teacher and several classmates about your idea and record their names and responses below. When the teacher has given final approval, you will have obtained your trademark! Inappropriate brands or packages will not be given approval and may result in a failing grade.
 - D. Business feasibility: Use the following figures to determine the cost and the wholesale price of ONE unit of your soft drink. **Circle the items being included in your costs.**

Ingredients:

Water	.012
Corn syrup/sugar	.05
Citric acid	.02
Carbonation	.005
Cola flavoring	.025
Lemon/lime flavoring	.028
Fruit Flavoring	.028 for each flavor
Preservatives	.013
Aspartame	.06
Other	.01 each (list ingredients)

Package:

Glass	.05
Plastic	.035
Aluminum	.03

Size:

8 ounces	.02
12 ounces	.025
16 ounces	.03
20 ounces	.04
32 ounces	.05

Label:

Paper	.005
Printing	.02 per color (list each color being used)

Cost _____ Wholesale price _____

Suggested retail price _____

E. Product Development

1. Using bottles, cans or construction paper, make the package for your soft drink. It must be the size indicated in your cost analysis. Your package must meet the five functions of packaging.
2. Design a label for your package. The label must include:
 - a. Brand name
 - b. Brand mark
 - c. Ingredients
 - d. Nutritional information
 - e. UPC code