

PRODUCT MIX RESEARCH

SUBMITTED BY:

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Sports and Entertainment Marketing

Product Mix Research

Format

You will type your research as follows:

- Name and role of each member, class, period, and date at the top of the page
- Double-spaced
- 12-point font
- Answer questions using full sentences



Directions:

- Appoint Typist and Editor
- Log on to the website of a large corporation
Examples: H.J. Heinz Co, PepsiCo, Kraft Foods, American Home Products Corp., Sara Lee Corp., Proctor & Gamble, Honda Motor Corporation
- List four different brand name product items in their product mix
- Explain how each product has been expanded or modified
- Does this company have greater product width or depth? Explain your answer.
- Select one product and explain
 - Stage of the product life cycle
 - How one of the following **Point of Difference** techniques has been used to promote the product:
 - Price and Quality
 - Features and benefits
 - Unique characteristics
 - Relation to competition