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