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