

Name: _____

Hour: _____

Pitching a Product Project

Student Situation:

You and your group are the head management team in charge of marketing for Canter's Creamery Company here in Farmington. Your group belongs to the department in the business that comes up with unique ways to market the new products that are created by CCC. Your group uses the 4 P's (Marketing Mix) to market the products produced by CCC. Each member is responsible for researching and coming up with the information needed for one "P." There is a checklist of jobs that need to be done for your presentation to be successful in the next section.

Instructions:

1. We did the assignment when we were talking about business management where you had to create a new flavor of ice cream. Of the people in your group, pick one of the new flavors to market. This is a brand new item that isn't being sold on the shelves yet but you hope for it to.
2. Divide responsibilities within your group and put these responsibilities on the Pitching A Product Planning and Evaluation Sheet.
3. Research and plan your "P's" as a group.
4. Each member should then work on their own research for the project using the following sheet of paper as a guide for what to include in their project.
5. Create a presentation using the "P's." This presentation needs to be at least 4 minutes long with a maximum of 5 minutes.
 - a. Presentations need to catch the students' attention and get them hooked because they ARE YOUR TARGET MARKET!
 - b. Please put a lot of hard work into this presentation...it's worth a LOAD of points!
 - c. You need to actually create this ice cream for the class to sample. I will explain how we can do this so that we can have the ice cream for the students to sample.

Dates of Presentations:

Presentations will be given on the day of your Final. For you, that day is _____

Extra Information:

I love Marketing...as you may already know. If you need any help with ideas or creative marketing help, please ask me. I am willing and ready to help you make this a great project!

CANTER'S CREAMERY COMPANY
MR. CREAM E. CONE SAYS "YUM YUM, GETCHA SOME!"



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The following items **MUST** be included in your presentation:

PRODUCT	PLACE	PRICE	PROMOTION
<ul style="list-style-type: none"> • Describe the ingredients in your flavor including the base flavor of ice cream and all added ingredients. • How much of each of the added ingredient is in a gallon of this ice cream? Per 10,000 gallons? • What will the gallon carton look like? (I'd prefer that you use an actually empty gallon ice cream container) • Container measurements? • How are you going to get this product from the producer to the consumer? • Come up with a catchy name for the product. Slogans are welcome! • • • 	<ul style="list-style-type: none"> • Where do you want to sell this product? • Why at this location? • Between what brands would you like to sell it? Why these brands? • I'd like for you to go to a local grocery store and take a picture of where you'd like for your ice cream to go. • What stores would you like to sell at? Why? • • • 	<ul style="list-style-type: none"> • How much does this ice cream cost to produce per gallon? • How much does each of the ingredients cost to add per gallon? Per 10,000 gallons? • How much are you going to sell your ice cream for per gallon? • How did you come up with that price (DETAILS) • Assume that it took you \$10,000 to get ready to produce this flavor (machine, basic ice cream, ingredients, etc)...what will your break-even point be based on how much you are selling the ice cream for per gallon. • • • 	<ul style="list-style-type: none"> • Print advertisement (you must have a sample) • Television commercial (your group must act out this commercial for the class) • • •

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