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