



NAME:

DATE:

**PRODUCT OR SERVICE
(CIRCLE ONE)**

**TARGET
MARKET:**

Answer the following questions to help you prepare a project that represents the marketing mix of a product or service of your choice. When you have completed the following questions you may begin creating your poster. Have fun and be creative!

PRODUCT:

Name:

What is the product description?

How is it packaged?

What brand name is it?

Product benefits?

PRICE:

What is the cost of the product? (Ex: between \$3-4 per box or \$1 for an individual.

How did the company determine the price?

PLACE:

How and where will this product be distributed?

What types of stores? Be specific.

PROMOTION:

How does the company influence or persuade customers to buy the good or service?

Where can you find ads or promos for this product?

What is the slogan?