

**Title:**

**By:**

**Image/prototype:**

## **1. Contents/Project Outline:**

**\*\*What sections are in this document?**

**\*\*Describe the overall process you engaged with.**

## **2. Introduction/Summary**

**\*\*Introduce and summarise your whole project**

**\*\*This will be the last thing you will write**

**\*\*Take the main point underneath each heading and summarise it here**

### **3. Description of product or service**

\*\* Describe your product/service

\*\*Outline the main features/characteristics of it

\*\*Who is the target market?

\*\*How does it meet their needs/wants?

#### **4. Market Research**

**\*\*What was the purpose of your research?**

**\*\*What research methods did you use? Desk? Field? Or both?**

**\*\*Why did you choose that method?**

**\*\*What did you find out with your research?**

**\*\*Were you surprised by your findings?**

**\*\*Are your sources reliable? - explain**

**\*\*Is the information one-sided or biased? - explain**

**\*\*How has it changed your initial idea?**

## 5. Marketing Mix: Product

\*\*What is the product?

\*\*What does it do?

\*\*What is special about it? What is its USP?

\*\*Why do people need your product?

\*\*How is it different from similar products? (Competition)

\*\*Who are your competition?

\*\*Where will you source it from?

\*\*How will it be packaged?

\*\*Where is it on the product life cycle? (Diagram)

\*\*Did your product change after your market research?

## 6. Marketing Mix: Price

\*\*How much will you sell it for?

\*\*How much does it cost per unit?

\*\*What pricing strategy did you use?

\*\*How did you chose this price?

\*\*Did your price change due to your market research?

\*\*What are the production costs? (Estimate)

\*\*Do you think it is profitable? How much profit per product could you make? How will you generate an income?

\*\*What expenses/start-up finance are required to develop this enterprise?

\*\*How does your price complete with your competitors?

## **7. Marketing Mix: Place**

**\*\*Where will you sell it?**

**\*\*Will you sell in a shop, online, or both?**

**\*\*Why did you choose to sell the product/service here?**

**\*\*What is the channel of distribution?**

**\*\* Did your place change due to your market research?**

**\*\*What are the advantages of your chosen distribution?**

**\*\*Is it similar or different to your competitor's channel of distribution?**



## **8. Marketing Mix: Promotion**

- \*\*How will you make consumers aware of your product?
- \*\*What types of promotion will you use?
- \*\*Why did you choose this method of promotion?
- \*\*What are the advantages/disadvantages?
- \*\*What does the packaging tell the consumer? Is it appealing?
- \*\*How is it different from your competitors?
- \*\*Have you an image of what it might look like? (Prototype)

## **9. Conclusion and Recommendations**

**\*\*What have you learned?**

**\*\*What would you have done differently?**

**\*\*Did your project go well/not go well? Why?**

**\*\*Summarise your whole project and draw conclusions (do you think your product/service would succeed? Why?**

**\*\*Could you partner with another company to make it better? Would this increase your market share and profits?**

**\*\*Does your product or service benefit the community from an economic, social OR environmental perspective? How?**

## 10. Appendices

\*\*Analysis of research

\*\*Questionnaire

\*\*Survey results

\*\*Sources of information

\*\*Any sketches or drawings of the product/service.