

Marketing Poster Assignment

You are an entrepreneur starting up a new business. Look around your community and figure out what product would sell. Based on your interests and the community needs, answer the following questions.



1. Come up with a business name: _____
2. What is the product you would like to market:

a. Is this a good, service, or idea? _____
3. Who is your target market? _____
4. How much would you charge for this product? (Do a little research on the internet to find out similar items and their pricing.)

5. How do you plan on promoting your product?

6. What is your slogan for your product?

7. How about your logo? (Draw your logo below)

8. Come up with a jingle (put the lyrics and also the name of the tune):

9. Where do you want to distribute your product (store, internet, etc)?
