**MARKETING 12**

**Personal Hygiene Product Design**

**Project Details**: Develop a new personal hygiene product tailored to the teen market. It can be similar to an existing product or a completely new product. You will complete the project in stages described below:

|  |  |
| --- | --- |
| **Phase 1: Brainstorming**  Completion mark | Brainstorm needs and come up with as many products as you can. For each product that you come up with, do rough sketches of what it might look like and how it might work. Use the paper provided.  You will then choose your best design to use in this project  Phase 1 will be evaluated for completion (complete/incomplete)  **Due: Beginning of class December 8, 2014** |
| **Phase 2: Market Segmentation**  Part I : /20  Part II: /20 | You will perform a market segmentation analysis for your product and submit a 2 page report explaining the following:  Part I:   1. Who is your target market? 2. What are their demographics? 3. What are their psychographics? 4. Benefits offered by your product to your target market 5. How often would they need to purchase your product? 6. At what price will you be offering your product?   Part II:   1. Identify 2 current products that would be competitors for your product 2. Perform a S.W.O.T. analysis for the two products and product   **Due: Beginning of class December 12th, 2014** |
| **Phase 3:**  Completion mark | You will then brainstorm and create a brand for your product.  Create a   * Name * Logo * Slogan for your product.   This portion will be evaluated for completion (complete/incomplete)  **Due: Beginning of class December 16th, 2014** |
| **Phase 4:**  /20 | Create a poster to display your new product idea and include your findings from Phase 2 and 3. You can create your poster by hand on or digitally using <http://magic.pictochart.com>.  **Due: End of class December 18th, 2014** |

**Phase 2 Evaluation Criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Exemplary** | **Satisfactory** | **Incomplete** |
| **Information /**  **Details** | * Has provided clear details and explanations in their responses * Response provided specific examples and language in the explanation * Evidence of careful/thorough research | * Has provided details and explanations in their explanations but explanation may have been general in some areas * May have stated the obvious | * Has provided a general response or stated the obvious * Language used in explanations were general |
| **Critical Thinking** | * Response stated facts but was thoughtful * Has thought of implications of a business’ actions (cause/effect) * Has extended thinking for Opportunities and Threats | * Response may have stated facts/generalizations * Has thought of some implications of a business’ actions (cause/effect) * May have stated the obvious for Opportunities | * Has provided a general or unclear response * Has not extended thinking beyond what was stated in the article/resources |
| **Use of examples to support an opinion** | * Has used concrete/ logical/creative examples to support all opinions | * Has used concrete examples to support most opinions | * Incomplete * Has not used examples to support opinions |

Commentary:

**Phase 1: Brainstorming sheet**

The product I will develop for this project will be: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Phase II: SWOT**

My Product:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- |
| Strengths | Weaknesses | Opportunities | Threats |

Competitor’s Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Strengths | Weaknesses | Opportunities | Threats |

Competitor’s Product :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Strengths | Weaknesses | Opportunities | Threats |

**Phase 4 Evaluation criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Exemplary | Satisfactory | Incomplete |
| Poster board layout and attractiveness | Professional-looking poster  Excellent layout  Attractive | Satisfactory work but may be boring | Rushed work, poor layout, boring |
| Content | Content of poster captures the demographics/psychographics factors  Identifies the competitors of the products  Poster contains the name, logo, and slogan.  Content is presented in an interesting manner | Satisfactory work but might be missing elements or poster content be presented in a mundane manner | Incomplete work.  Poor content.  Rushed or may not be interesting |