Marketing Worksheet

# Scenario

Your team is looking for a way to make some revenue as either a for-profit or not-for-profit organization. This organization can market locally, nationally, or internationally, and can be a privately-owned company or a franchised organization. Your team will decide what product to sell. To make the endeavor work, you will have to define a marketable form of your product and decide on a target market.

Your marketing team's mission is to prove through research, strategy development, and reasoning why this form of this product is viable and will meet the company's goals. Your team must complete this worksheet to report on the following:

* Target market
* Product’s definition to the target market
* Viable pricing strategy
* Brand's position in the competitive environment

# Complete the Following

**Select** a company name and **determine** the real business world industry of operation.

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| Company Name | Industry of Operation |
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**Describe** the new and unique product that will be launched by your company in no more than 90 words.

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**Complete** the chart describing your organization in no more than 90 words.

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| Industry of Operation | Mission and Values | How Is Your Organization Different from Other Organizations? |
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**Identify** the composition of the target market and segmentation criteria in no more than 90 words each.

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| Composition of Target Market |  |
| Segmentation Criteria Used in Identification |  |

**Describe** how you will define the product to your target market (including information on packaging, labeling, etc.) in no more than 90 words. Determine how this adds value and differentiates the brand and product from the competition while encouraging the target market to buy.

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| Definition to Target Market | Differentiation |
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**Compare** your company with industry competitors in no more than 90 words for each competitor.

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| Top Business Industry Competitors | Your Company’s Positioning |
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**Define** the pricing strategy that you will use for the introduction of the product in no more than 90 words.

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**Discuss** the maturity life cycle stages of your product in no more than 90 words for each stage.

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| Stage of Maturity Life Cycle | Discussion |
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**Describe** how you will use suppliers, agents, or distributors to create your distribution channel in no more than 90 words.

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