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| Unit 4 IP format - revised |  |  |
| **Unit 4 IP** - **2-3 page Memo (not including cover/reference page) Double spaced, 12-pt Times New Roman (font).  Here is the format to be used:**  **PART 1**  **Overview**  Opening paragraph give an over of the importance of choosing the right pricing and distribution channel.  **Discuss outline for two different pricing strategies**   1. Pricing strategy #1 2. Pricing strategy #2   **Discuss recommendation for pricing strategy #1 or #2, and why? (Must provide a specific price point).**    **PART 2**  **Discuss the outline for the DISTRIBUTION plan to get the product to the market for the target customer.** | | |