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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.** |