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| Unit 5 IP format |  |  |
| **IP assignment 200 points**  **Create a power-point presentation 10 slides with a 150 words speaker notes each with each having a header title.**  **Header titles:**   1. Objectives of plan 2. Marketing research used to select target market 3. Product 4. Pricing 5. Distribution 6. Promotional Strategies 7. Measuring results 8. Contingency Plan   Then Michelle wants you to prepare a slide for **ANTICIPATED QUESTIONS** that may arise during the presentation. please address each question in the presentation using the same format used for DB post.   * **What might somebody else say to show your proposed solution is wrong?**   + Your response * **What could you say to show s/he is wrong?**   + Your response * **What alternative solution might someone else recommend?**   + Your response * **What reasons might someone provide to support their solution?**   + Your response * **How would you respond to their reasons?**   + Your response   Good luck, looking forward to reading your outstanding presentations. | | |