**PREPARING FOR THE MARKETING PLAN TEST**

**Things to do:**

* Work with you group – fill out the table below using bullet points
* Look at all the aspects of each ‘P’
* Use the Edublog resources to support your planning.
* Read the rubric to be better prepared for the test.

**The Market Mix – ‘selling your product’**

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| --- | --- |
| **PRODUCT**   * **Specifications (details of your product including size, flavour(s), colours, weight etc).** * **Branding (name, logo and typeface used by your business or product)** * **Packaging (how you intend to present the product to customers eg in a box)**   **Note – This section of your plan needs to highlight three main points:**  **1 - What makes your product different from your competitors (your**  **Unique Selling Point or USP.**  **2 – How your product is sustainable.**  **3 – How your product is adding value.** |  |
| **PRICE**  **Which strategy will you use and why?**  **Possible strategies include:**   * Cost plus * Market penetration * Market Skimming * Psychological pricing * Loss leaders * Discounting * Premium pricing * Going-rate pricing * Predatory/destroyer pricing |  |
| **PROMOTION**   * **What strategy will you use to make your customer…** * **Aware** of your product? * **Interested** in your product? * **Desire** your product? * **Act** and purchase your product?   Options include:  **Advertising** (eg posters, bulletins, email, school bell)  **Sales promotions** (eg special offers, BOGOF, free gifts, competitions & coupons)  **Merchandising** (influencing customers at point-of sale via attractive displays. |  |
| **PLACEMENT**  How will you get your product to the customer?   * Describe the process from ordering materials / ingredients to delivering the product to your customer. |  |