**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
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| **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.
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