



**Business Virtual Learning**

# **HS/Marketing**

**Topic: Final Project - Part 3**

*You must do the lessons from May 18th and 19th to continue this lesson*

**May 20, 2020**



## Lesson Topic: FINAL PROJECT

### **Lesson Objectives:**

1. Apply concepts from the year to a final project.

### **Lesson Instructions:**

1. Follow the instructions on the following slides. I am splitting the final project into 5 lessons but the entire project is found in its entirety on this [google doc](#).

*\*\*Continue this lesson on the document you started with the previous lessons\*\**



## Lesson Topic: FINAL PROJECT - PART 3

### PLACE DECISIONS

Place (or placement) decisions are those associated with channels of distribution that serve as the means for getting the product to the target customers. This also include where you will sell the product as well as where in the store the product will be located. Have you ever thought about why certain products are at the front and other at the back or middle? Why do they put the things in the point of sale isle?

For this step you will answer:

1. Where will you sell the product? What stores? Online?
2. Will you set up a display in the stores or have the product in a certain location in the store?
3. Is the product seasonal? If so, then what season will it sell the best? What is the plan to keep sales steady in the 'off season' if it is seasonal?



## Lesson Topic: FINAL PROJECT - PART 3

### How do you do the video for the presentation?

Now that you are over halfway done with your plan, you need to begin thinking of your presentation. You have several options to present the project.

1. Set up a zoom meeting with your instructor. You will need to have a time when you and your parent or guardian can both be on the zoom as district rules do not allow individual contact with students.
2. Video yourself showing the slides and audio/video of you presenting it.
3. Find an online program that allows you to add your audio to the slides.

In addition, any props you have such as an example of the packaging should be present in the video. Feel free to reach out to you teacher if you have questions and he/she can set something up. **\*\*See next slide for details of what to include\*\***



## Lesson Topic: FINAL PROJECT - PART 3

### PRESENTATION

Your presentation will include:

1. Name/brand of new product
2. Positioning strategy
3. Segmentation & Target market information
4. Product details
5. Include competition
6. Pricing details
7. Place details
8. Promotional details
9. Pitch to ask for funding

You will be videoing your presentation or using a video call (zoom) to present. Be sure to practice before you video or call. If you cover this thoroughly (to get an A) you should really know your presentation and NOT read the slides to us. In addition, it should take you at least 3 minutes to thoroughly explain your idea and ask for funding.

You need a 'hook' to grab the attention of the audience at the beginning and summary at the end to bring it all together.