

Marketing Mix Challenge (District & State)

Pre-judged project

- o Competitors must create a new product or service that to your knowledge does not currently exist. The product must be realistic. Your challenge is to develop a marketing mix strategy for this product using the five Ps of Marketing.
- o Report format must adhere to the following guidelines:
 - § Reports must be keyed in the order of the items listed below in the Report Format section.
 - § The report should be no more than five (5) pages including the cover sheet.
 - § Pages must be formatted to fit a standard 8 ½ x 11 format.
 - § Reports may be single- or double-spaced.
 - § Cover must include the event name, full school name, individual name(s), and school year (20xx-20xx).
 - § Report must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in a business style.
 - § A project that previously placed first at an SLC is not eligible for this event.
 - § Entry must adhere to all of the event regulations or lose points.
 - § The project report must include the following:
 - **Product:** Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
 - **Price:** How much will your product cost? Why are you pricing it the way you are?
 - **Place:** Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it.
 - **Promotion:** What advertising methods will you use to reach your target market? Where will advertise? Will you offer any discounts, coupons, BOGOs, etc.? What are they?
 - **People:** Who is your target market? Include all components of demographics, psychographics, and geographics.