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| Market Research Project Essay | | | |
| Group members: | | | |
| **Content**  *\*DECA/FBLA Reports, attach rubric for scoring.* | | |  |
| **Two new products:** | | |  |
| Three methods are effectively discussed to determine need for products | | |  |
| Competitive advantage is clear | | |  |
| Two inherent risks are presented as well as ways to minimize risks | | |  |
| **Pricing strategy:** | | |  |
| Specific pricing strategy is proposed for new products and includes rationale for pricing | | |  |
| Costs of launching new products is included | | |  |
| Pricing is justified for consumer acceptance | | |  |
| Competitor pricing is included | | |  |
| **Promotional strategy:** | | |  |
| Two mass media channels are suggested along with rationale for selecting the channels | | |  |
| Two social media channels are suggested along with rationale for selecting the channels | | |  |
| Market segmentation is discussed | | |  |
| Two promotional activities are included along with how they would promote products in an existing market | | |  |
| **Sources** | | |  |
| At least five sources, cited correctly | | |  |
| Research evident and supports main points | | |  |
| **Mechanics & Formatting** | | |  |
| Report is free of grammar and spelling errors | | |  |
| Writing flows consistently and has a professional tone | | |  |
| Formatting includes cover page and page numbers | | |  |
| Sections are labeled with correct headings that correspond with table of contents | | |  |
| Visuals are used throughout to enhance the main points | | |  |
| **Total:** | | |  |
| Individual Scores: | | | |
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