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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: |
|  |  |  |