

Create a new product/service for a target market and devise it's Marketing Mix (4 P's)

CBA 1 – 2nd Year Business (Junior Cert Project)
March 12th – April 18th 2018

Your Report can be presented in whatever format your group wishes to use (written, printed powerpoint/word document, large poster etc...) and will contain:

1. Introduction

A background to how you came to choose this product/service

2. Market Research

An analysis and evaluation of your findings carried out during the process, and the implications of these findings on your marketing mix.

3. The Marketing Mix (The 4 P's)

Product: Reference to USP, packaging, branding, logos, slogans...

Price: Competitors, costs, target market, pricing strategies...

Place: Channels of distribution and rationale for choosing it over others...

Promotion: Sales promotions, advertising, marketing campaign...

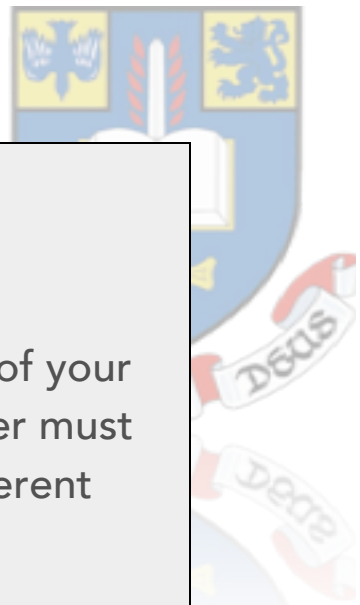
4. Conclusion/Appendix should contain:

(i) Each individual student will fill out the *Template for Student Research*

(ii) Each individual student will fill out the *Template for Student Reflection*

(iii) Copies of your research E.G. Printout of your Google Forms

(iv) A list of references (Desk Research) e.g. website, newspapers used...



As part of this project, you will:

1. Conduct Research

Carry out research in order to assess the feasibility of your idea through Desk and Field Research. Each member must carry out research and gather information from different sources.

2. Evaluate Information

The group must evaluate the research findings in order to develop your idea based on the findings. Each individual should examine their information and bring their findings to the group so that the group can examine all of the information and appraise the information.

3. Create The 4 P's for the Good/Service

You should develop a Marketing Mix based on your research findings which will describe elements of the marketing mix (The four P's). The 4 P's should be developed (evidence based) from your market research.

4. Compile a project to summarise the product or service

Each team must complete the project and submit evidence of their work. Students should select the evidence they feel is most relevant, reliable and of best quality to best support their project.