**This assignment is worth 50 points!**

Name of Business:

Brief description of the business:

**Price**

If your business has more than one product, or you are providing a service, consider the range of prices.

There are four goals of pricing. What is the goal for your business and why? (3 pts)

The point at which the client’s sales revenue equals the costs and expenses of making and distributing a product is called: (2 pts)

There are three pricing strategies, which will you use for your business and why? *(you may use more than one)* (3 pts)

**Place Strategies**

If you are selling a product, what channel of distribution will you use? Describe your channel of distribution. *(that is, the way in which your product will reach the final consumer)* (4 points)

Where will you sell your product/service? Describe where you will sell your product/service. Be as specific as possible!! (*If you are selling through retailers, describe which retail stores and where they are located)*

How near is the closest major competition? (2 pts)

**Promotion**

What is the name of your website? (1 pt)

Will you be creating an app for your business? What can customers do with the app? (1 pt)

How will you promote your business to potential customers? Keep your target market in mind!

**Check all that apply.** (20 pts)

Business cards Telemarketing personal selling

Trade shows Sponsorship store signs

Explain how you will use each

***Media advertising***

Newspapers: which ones?

Magazines: titles

Radio: which stations?

TV: which stations & at what time

Billboards: location

Social network: which ones?

***Sales Promotion***

Coupons

free samples

giveaways

point of purchase displays

Explain each

Businesses often use a logo or slogan so consumers will remember them. Think up a slogan & logo. (10 pts)