

17. Any schemes for
  - (a) The wholesaler
  - (b) The retailer
  - (c) The consumer
18. What is going to be your 'U.S.P'?
19. What means of transport will you use and why?
20. Draft a social message for your label.
21. What cost effective techniques will you follow for your product?
22. What cost effective techniques will you follow for your promotion plan?

At this stage the students will realise the importance of the concept of marketing mix and the necessary decision regarding the four P's of marketing.

- Product
- Place
- Price
- Promotion

On the basis of the work done by the students the project report should include the following:

- (a) Type of product/service identified and the (consumer/industries) process involve therein.
- (b) Brand name and the product.
- (c) Range of the product.
- (d) Identification mark or logo.
- (e) Tagline.
- (f) Labelling and packaging.
- (g) Price of the product and basis of price fixation.
- (h) Selected channels of distribution and reasons thereof.
- (i) Decisions related to transportation and warehousing. State reasons.
- (j) Promotional techniques used and stating reasons for deciding the particular technique.
- (k) Grading and standardisation.

### Conclusion of Project Report

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Now, the students are required to make a project on the identified product/service keeping in mind the following:

1. Why have they selected this product/service?
2. Find out '5' competitive brands that exist in the market.
3. What permission and licences would be required to make the product?
4. What are your competitors Unique Selling Proposition [U.S.P.]?
5. Does your product have any range? Give details.
6. What is the name of your product?
7. Enlist its features.
8. Draw the 'Label' of your product.
9. Draw a logo for your product.
10. Draft a tag line.
11. What is the selling price of your competitor's product?
  - (a) Selling price to consumer
  - (b) Selling price to retailer
  - (c) Selling price to wholesalerWhat is the profit margin in percentage to the
  - Manufacturer
  - Wholesaler
  - Retailer
12. How will your product be packed?
13. Which channel of distribution are you going to use? Give reasons for selection?
14. Decisions related to warehousing, state reasons.
15. What is going to be your selling price?
  - (a) To consumer
  - (b) To retailer
  - (c) To wholesaler
16. List 5 ways of promoting your product.