

## “New Product” Rubric

Names of Group Members: \_\_\_\_\_

Evaluation # 1: Give the following information **in detail with explanation** about your product idea (worth 100 total points):

- a. Explain in detail your basic **product**. What will be the brand name of your product? Logo? What will your product do to satisfy the needs and the wants of the consumer? What will be some things that you may offer to have an enhanced product? (15 points)
- b. Explain your target market: (5 points)
- c. What type of good would your product be classified as (convenience, specialty, etc)? (5 points)
- d. What is the competition for your product? (5 points)
- e. What resources would be needed to make your product? Are they available? (5 points)
- f. Is the product legal? Safe? (5 points)
- g. What would be a reasonable **price** for your product (based on competition and cost)? (5 points)
- h. How will your product be tested before you do full-scale promotion? (5 points)
- i. Where will you sell your product (**place**)? (5 points)
- j. List three different promotional methods that you will use to promote your new product (sales promotion, personal selling, advertising, publicity). (20 points)
- k. What are some other products that may be in the same product line as your new product? (5 points)
- l. For each of the following packaging areas, explain how your product will meet each area: Ease of use; Safety, Attraction, Handling, Environment. (20 points)