**Cereal Box Project - Checklist**

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| Descriptions | Wiki Page | Print Out | Complete |
| **MARKETING MIX & TARGET MARKET** | | | |
| Marketing Mix – PowerPoint Smart Art – Image | X | X |  |
| Target Market – three paragraph summary | X | X |  |
| Description of the Target Market | X | X |  |
| **PRODUCT** | | | |
| Activity 02 Cereal Box Plan | X | X |  |
| Design of a New Cold Cereal |  | X |  |
| Cereal Box – Front |  | X |  |
| Cereal Box – Back |  | X |  |
| Cereal Box – Side Panel 1 |  | X |  |
| Cereal Box – Side Panel 2 |  | X |  |
| **Marketing-Information Management** | | | |
| Cereal Survey – Google Form | X |  |  |
| Cereal Summary Responses – Graphics | X |  |  |
| **PRICE** | | | |
| Breakfast Cereal Cost List | X | X |  |
| Explanation of pricing strategy(s) to be used |  | X |  |
| **PLACE** | | | |
| Explanation of placement and distribution |  | X |  |
| **PROMOTION** | | | |
| Magazine Advertisement | X | X |  |
| Magazine description |  | X |  |
| Radio Script | X |  |  |
| Radio script description |  | X |  |
| **PRESENTATION** |  |  |  |
| Design a 7-10 minutes sales pitch to Mrs Edel’s Business Smarts Academy and staff. The purpose of this sales pitch is to introduce the newly designed cereal to the perspective target market. The marketing mix and target market should be discussed in detail. Sales presentations should include why the components of the marketing mix were chosen, the decisions made about the new product, and the research that concludes evidence of profit. Your goal is for Mrs. Edel and her staff to award your company the monetary needs to begin production on your cereal. All members are expected to present in an appropriate manner. Staff members will be able to ask follow-up questions at the conclusion of the presentation. | | | |
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| Descriptions | Wiki Page | Print Out | Complete |
| **POST-PROJECT** | | | |
| Google Form |  |  |  |
| Top 3 Ranking Cereals |  |  |  |
| Most Creative |  |  |  |
| Most Organized |  |  |  |
| Most Realistic to Sell in today’s market |  |  |  |
| Best Project Overall |  |  |  |
| Top 5 Project Managers |  |  |  |
| Strengths about the project |  |  |  |
| Weaknesses & changes about the project |  |  |  |
| Group Evaluation Form |  | X |  |
|  |  |  |  |

**Wiki Page:** Images and Documents should be uploaded correctly with proper titles. Managers may use scribd.com, slideshare.com, or google docs to upload and embed entire documents (for viewing purposes).

**Print Out**: Descriptions should answer questions in detail in addition to relating all information to the marketing mix, target market and answering who, what, when, where, why, and how of the new cereal product. All descriptions should be ½ page typed in Microsoft Word. Criteria: Times New Roman, 12 point font, double spaced, justified. No indentation of paragraphs. Header should include Company Name on the Right and Cereal Name on the left margins.