

DAY 5: SELLING YOUR PRODUCT TO STOCKHOLDERS

You were employed by a major manufacturer of nutritious and delicious breakfast cereals to produce, price and package a new cold breakfast cereal for young teenagers.. Now you must present your idea to the stockholders (your class) to see if they will support the production of this cereal.

You will be **PROMOTING YOUR PRODUCT** - presenting it in a positive way so the stockholders will buy your idea. They must believe that your target market will buy your product instead of the competitors.

Your team will do a 1 or 2 minute presentation that will include:

Persuasive introduction:

- i Opening statement or skit that says your cereal is a great product.

Description:

- i Description of your new cereal including any special add-ons.
- i Show your package or idea and point out the name of the company, cereal and any special features including any promotional ideas that are included (Power words, celebrity, games, discounts, etc.)

Why your product meets the needs & wants of your target market:

- i List any special features, newer, price, nutrition, etc. that will appeal to your target market.

Conclusion:

- ★A statement encouraging your stockholders (class) to develop this cereal product and your belief that it will do well against the competition.

