

Business Studies Holiday Homework 2018

Class 12

Project work

Number of pages: 30 to 40 pages

The aim of the project is to develop a clear understanding of the process of Marketing Management among the students. Students are required to make a project on an identified product as discussed in the class keeping in mind the following points:

1. Why have they selected the product?
2. Find out 5 competitive brands that exist in the market
3. Comparative study between the competitors and your product on the basis of U.S.P., Selling Price (to wholesaler, retailer and consumer) along with profit percentage margin
4. What permission and licenses would be required to make the product?
5. Details of the product range
6. Name of the product
7. Features of the product
8. Label and logo of your product
9. Tag line of the product
10. Packaging of the product
11. Channel of distribution to be used giving reasons
12. Transport means to be used
13. Warehousing requirements
14. Promotion techniques of your product
15. SWOT Analysis of the product
16. Social message of the product