

Group Presentation – Sell Your Product!

Students will be placed into teams and then select a topic provided the following information:

The group presentation will be a 15 minute presentation on a new product that you will design for sale in the Marin market. The presentation must include a PowerPoint presentation with an embedded video informational commercial not to exceed 3 minutes. **Business attire is required for the presentation.**

Product Category Ideas (just ideas you may choose anything)

- Fast Food
- Automobiles
- Cell phones
- Clothing
- Other – you choose

Suggested structure for the presentation (feel free to redesign the structure any way you choose)

1. Introduction of your company (design a logo!)
2. Introduction of product
3. Discussion of product – why did you choose it
4. Description of your target market – who you primarily are targeting to sell to
5. How do you plan to reach these people, get their attention – provide examples
6. Show your video
7. Compare your product to similar products for sale (what are you charging)
8. Why will you be successful
9. Conclude

Assessment of Presentations:

Video	5 points
Presentation	10 points
Peer Review	3 points
Total	18 points

This assignment will require a good amount of research and development by the team, so don't waste time!

All facts, etc. should be appropriately cited.