

Marketing Challenge

You have just secured a job at *A Listed Marketeers*. Hershey, the American confectionary manufacturer, has approached you to help come up with a new product that will help them expand into the UK market.

Your challenge is to deliver a proposal to Hershey that gives details on the following:

- **Product** – what will your new chocolate product be? What is it called? Who will your target market be?
- **Price** – how much will you charge for your new product? Why have you decided to charge that much?
- **Promotion** – what will the packaging look like? How will you advertise it? How will it ensure that you will catch the attention of your intended target market? Will you have anybody to endorse your new product?
- **Place** – how will people be able to buy your new product? Is it going to be available through supermarkets only, or can smaller shops buy it from wholesalers to sell on?

Throughout your presentation you need to have some evidence to support the decisions made – so make sure you do some research!

Marketing is all about being creative so you will need to include some designs of your new product and adverts.