

Binxy Cats Worksheet

Names _____



Explain your *Binxy Cat*. Include flavor, color, cut, size, packaging and any other qualities of your candy.

What target market(s) does your candy appeal to? (a-g on project outline):

Why?

Explain how your product affects the 7 consumer demographics.

Demographic

Explanation of how your commercial addresses the consumer demographics

1.

2.

3.

4.

5.

6.

7.

Explain the cost of your candy and how it is priced among your competition. Is this expensive? Is it consistent with your competitors? Are you priced below the market average?

What is the price of your *Binxy Cats*?

What is the per ounce price? Final price divided by ounces =

List and explain two complimentary goods that go with your *Binxy Cats*. When people buy your candies, what else are they likely to buy?

Complimentary good

Explanation/Why

1.

2.

What current brand of candy would be your biggest competitor? Why?

Explain two factors (other than price change) that would cause demand for your *Binxy Cats* to shift. Use SPICE (two for each).

Explanation

Right Shift-

Left Shift-

What current celebrities would most likely appear in a commercial to promote your candy? Why?

* Attach your three Internet research articles and graphs resources to this sheet. Be sure the website is clearly labeled on each source. Also, the information you used in your analysis should be highlighted within your resources.