

Name: _____

Class Period: _____



Sports Career Consulting: Unit Four / Unit Six – Licensing & Product Development Activity

In this activity, you will:

- Submit a completed product development outline or plan
- Demonstrate an understanding of the licensing process
- Present product development, sales, promotion, distribution strategy to the class

Product Development Plan-Categories	Existing Company New Product	New Company New Product	Includes-the following
1. Product Identification a. Appearance b. Function c. Quality d. Packaging e. SWOT	20	20	<ul style="list-style-type: none"> • Detailed product description • SWOT analysis
2. Target Audience a. Market segmentation strategy b. Customer Service	20	20	<ul style="list-style-type: none"> • Identification of target consumer • Industry description
3. Licensing Strategy a. Who is licensee? b. Who is licensor? c. How does that impact costs?	20	20	<ul style="list-style-type: none"> • Explanation of licensee/licensor relationship and its influence on production costs
4. Pricing Strategy a. Cost of Production b. Target price c. Projected Demand / Sales forecast	20	20	<ul style="list-style-type: none"> • Direct & indirect production costs • selling price • discounts • sales forecasts
5. Promotion Strategy a. Promotion Mix b. Advertising c. Public Relations d. Media	20	20	<ul style="list-style-type: none"> • Advertising • PR • Promotion Mix • Media
6. Branding Mechanisms a. Application of license b. Logo	20	20	<ul style="list-style-type: none"> • How will player name, likeness & image be used • Which player & why
7. Distribution Strategy a. Channels	20	20	How will the product get to the consumer?
8. Conclusion	5	5	Conclusion
9. Technical Elements	5	5	PPT, Outline, Table of contents
10. Presentation	50	50	PPT presentation of key elements, convince us to invest in your new product!
SCORE			