Marketing Mix: Product

Use the text book (pages 89 to 91) to help you explain the following:

Packaging:

Form and function:

Product Development:

Branding (and its relationship with Product):

Now, carry out research into two different types of products and analyse the form and function, packaging, branding, the target market (link back to segmentation) and what makes it a successful product:

Insert image of product here

Product 1 =

Product type/development:

Form and function:

Packaging:

Branding:

Target market:

What makes it a successful product (features/benefits)?

Product 2 =

Product type/development:

Form and function:

Packaging:

Branding:

Target market:

What makes it a successful product (features/benefits)?

Insert image of product here