

## Fall 2021 - FINAL ASSIGNMENT

### Présentation d'une Marque et du Produit Commercial de votre Choix.

#### Business English LEA 2

**Objectif :** For this assignment, you will present to your classmates a product that you particularly like or that you find particularly innovative, trying to convince them (and myself) that your product is really excellent.

**Procédé** Use all the contents seen in the course this semester. Select a product of your choice and create a Powerpoint/Canvas/Genially **professional** Presentation that will include all the elements that we have studied this semester. Your product can be a product that you would like your classmates to buy as a Christmas present:



**Or** a product that is extremely innovative and that you would like your classmates to discover (check out what Americans or what the Japanese invent):



## In your Syllabus.

Produce a **marketing mix**. **This** will feature:

1. Company's presentation: Product Lines and Product Mix. History? What makes the company's Unique Selling Proposition (USP)?
2. Flagship service: What kind of product are you selling? Characteristics, size, weight, how to use it?
3. What problem does it solve? Brand Positioning Statement and Customer pain points.
4. Who are the customers for your product? Establish a market segmentation. (VALS framework) + Loyalty ladder.
5. Price: Pricing objectives/techniques.
6. Promotion: Distribution Channels (website) + retail stores...
7. Competitor's products and SWOT analysis.

**Detailed Format.** Présentation orale (**3 people MAX per group**) avec document Powerpoint (PPT) **15mn MAX**. Each member will need to have an equal talking time and to be present the day of the presentation

- Presentation of the brand/company making this product (History, USP, Differentiation)
- Browsing the brand's website & online reviews: Differentiation, Brand Identity, Attribute appeals? Brand Extension over the years?
- Segment: Target customers/audience and age range (**who** would you address the product to)
- Specifications: Product name, function, price, description, possible issues with your product (try to be as honest as possible in the presentation of the product)
- A visual representation (can be drawings/screen capture to show features/dimensions/shape of the product)
- Pricing Techniques
- Distribution channels
- How/Why is the product necessary/unique. Why problem does it solve?
- Present a competitor's product. Compare your product with a competitor's similar product and proceed to a SWOT analysis.
- Professional-looking slides, using Powerpoint (PPT), PREZI, or Genially: dynamic (1 slide/minute); no typos, not too much text, clear, clean, and professional. Be creative and show me that things are clearly organized in your head. Slide 1 = Names of Group members and Title for your Presentation.
- Professional pronunciation – Check your pronunciation on [howjsay.com](http://howjsay.com) or <https://ttsreader.com/>
- Group Professional presentation (Clear sentences, Action Verbs, Professional Behavior and Dress code, Transitions – go back to Vocabulary at the end of Handout Chapter 2. Product Attributes & Specifications)
- The PPT of your presentation and the script for your presentation will need to be dropped on the "Devoir-Final Assignment" on Moodle