**PROJECT: Marketing Dippin’ Dots Cereal - Worksheet**

**Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Period \_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | **Consumer Generation #1** | **Consumer Generation #2** |
| Which Generation? |  |  |
| Name of Product |  |  |
| Description of Product |  |  |
| Characteristics of Target Market |  |  |
| Methods of Promotion |  |  |
| Promotion Locations (where will you advertise your product) |  |  |
| Price of Product |  |  |
| Distribution Channels:   * Which type of distribution channel will you use? * Which level of channel distribution will you use? * Draw your distribution channel |  |  |