

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"> <li>• Detailed product description</li> <li>• SWOT analysis</li> </ul>
2. Target Audience a. Market segmentation strategy b. Customer Service	20	20	<ul style="list-style-type: none"> <li>• Identification of target consumer</li> <li>• Industry description</li> </ul>
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"> <li>• Explanation of licensee/licensor relationship and its influence on production costs</li> </ul>
4. Pricing Strategy a. Cost of Production b. Target price c. Projected Demand / Sales forecast	20	20	<ul style="list-style-type: none"> <li>• Direct &amp; indirect production costs</li> <li>• selling price</li> <li>• discounts</li> <li>• sales forecasts</li> </ul>
5. Promotion Strategy a. Promotion Mix b. Advertising c. Public Relations d. Media	20	20	<ul style="list-style-type: none"> <li>• Advertising</li> <li>• PR</li> <li>• Promotion Mix</li> <li>• Media</li> </ul>
6. Branding Mechanisms a. Application of license b. Logo	20	20	<ul style="list-style-type: none"> <li>• How will player name, likeness &amp; image be used</li> <li>• Which player &amp; why</li> </ul>
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!
<b>SCORE</b>			