
Unit 8 Pricing

Marketing Internship Project Worksheet

Directions The greeting cards were successful so your company is now interested in building on that success with related specialties that can be sold online and in brick and mortar retailers that carry your greeting cards. Your company can manufacture the specialty or purchase it for resale. Read the following instructions and complete the tasks that are presented.

1. Research potential specialties that could be designed around American Heritages. List all potential specialties. Hint: you may want to visit a retailer to see the specialties carried.

2. Select the one specialty that you believe would be well received by the target market. Design a prototype and provide rationale for your selection.

3. Research competitors' pricing for the item you selected.

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Marketing Internship Project Worksheet *continued*

4. Work backward to determine how much the product can cost to produce or purchase for resale and market based on a competitive retail price so your company will earn a gross profit of 40 percent. Retailers' markups are generally 50 percent of the retail price. Include the following figures in your answer: (a) suggested retail price; (b) price to charge the retailer; (c) cost to make and market the product; (d) company's 40 percent gross profit.

5. Conduct a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats involved with the suggested specialty item.

6. Present your ideas in an oral report to your class. Be prepared to defend your recommendations.