**Mosleytown Marketplace Project**

Phase 4: Choose a final product and price

For the sales competition, you must decide on one product to sell. All products will have a 100% mark-up to cover all the costs of production and sales including taxes, loan payments, etc. Consider what you could most successfully market to your consumers in Class C, who will have $200 each to spend. Brainstorm products your business could sell for:

|  |  |  |
| --- | --- | --- |
| $1 cost / $2 sales price | $10 cost / $20 sales price | $100 cost / $200 sales price |
| *Why would it cost this amount?*  *Why would it sell for this amount?* | *Why would it cost this amount?*    *Why would it sell for this amount?* | *Why would it cost this amount?*    *Why would it sell for this amount?* |

Discuss your options with Ms. Mosley in order to make your final decision. Then, explain your choice below. Why will this be the most successful product to sell to your consumers?

Phase 5: Advertisement

Create a video advertisement to persuade your consumers to purchase your product for this price

* Post your video as unlisted on YouTube with link shared on Edmodo
* Make the length of your video between 0:45 and 1:15
* Do not use copyrighted material
* Test video and audio in advance so you can fix any problems before the due date

Rubric

\_\_\_\_/10 Effective use of persuasive techniques

\_\_\_\_/10 Quality of advertisement is creative but professional

\_\_\_\_/10 Directions were followed and due date met  
\_\_\_\_/30 TOTAL