

Unit 7 Assignment Steps 1–2:

Checklist:

Step 1: Select one of the following products for this Assignment for the fictional company Proserve, Corp.

-A new, cool mist humidifier that reduces dry air and also serves as an air freshener. Presently, the scents come in mint, apple and spice, and cinnamon.

-A new toothbrush that dispenses toothpaste automatically into the toothbrush with a small button on the handle. Toothpaste flavors comes in a variety of flavors which includes cinnamon, peppermint, spearmint and bubble gum.

-A new, wireless headphone and microphone which fit in the palm of your hands and have superior output and volume.

-A new foldable chair that can be carried in one hand and holds up to 300 pounds.

-A new transcription tool with 98% accuracy.

Step 2: Apply product elements to make this product complete by thoroughly describing them.

- Discuss the type of product you selected and include product attributes like quality, features, benefits, style, and design.
- Provide a proposed product line (depth) and product mix (the 4 P's) (width) for your good. See Exhibit 10.1 in the text.
- Describe the elements of the product's branding. Ex. Brand name, sponsor, and brand strategy.
- Provide a packaging plan and any warranty or copyright involved if applicable

Minimum Submission Requirements:

This part of the paper due in Unit 8 should be a minimum of 1½ – 2 pages and use APA format and citation style. Your paper should include headings.