

Wood Products Manufacturing**Product / Marketing & Sales Presentation**

The purpose of this is to develop a marketing plan and presentation to present your product idea to the class. It is like the class is the Board of Directors of your company and you just came up with a fantastic idea that you believe will be a success and generate a lot of income for you and your company. The Board has the final authority in the matter and now you have to sell your ideas to them for approval. The success of your product starts with your presentation. Good Luck!

Presentation Criteria

1. Must be within the time limits of a minim of 5 minutes and a maxim of 10.
2. Any props or audio-visuals may be used. You will need at least 2 different techniques for the presentation.
3. A power point presentation would be fantastic but not necessary.
4. You will need to receive input from the Board (class) for making this product better or more efficient or any design change ideas.
5. You must devise a method to ensure that every person knows and understands exactly what it is you are going to produce.
6. You need to persuade us that the product will be a success
7. Must present the productions costs, materials, labor, overhead, profit margin, and the break even point must be calculated.
8. Your goals and objectives must be clearly stated.
9. A marketing and distribution plan must accompany your plan.
10. A strategy must be present for recalls and defective products.
11. How will you develop quality control checks points and final inspections?
12. A marketing survey determining your clients must be developed for the product.

Your presentation will be given on _____ (date)

It will be the _____ (order) given that day.

Mr. Barron will award bonus points for the first person to volunteer. The bonus points will start at 10 and be distributed until they are gone.

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Product / Marketing & Sales Presentation Evaluation

Name: _____ Product: _____

1. **Length:** within the required limits of 5 to 10 minutes.

20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1
right on 30 seconds 1 minute 90 seconds 2 minutes 180 seconds off

2. **Use of props or visual-aids:** makes the presentation more effective.

15 14 13 12 11 10 9 8 7 6 5 4 3 2 1
very effective & more than minimum more but not great ok nothing special minimum below minimum

3. **Presentation:** smooth, relaxed, knew your stuff, answered all questions.

40 38 36 35 34 32 30 28 26 24 22 20 18 16 14 12 10 8 6 4 2
fantastic great very good good ok not bad bad terrible

4. **Goals & Objectives:** clearly stated, understood and realistic.

10 9 8 7 6 5 4 3 2 1
no doubt & understood a little fuzzy but alright not too sure no idea don't go into business

5. **Marketing & Distribution Plan:** how will you sell your product and get it to
the consumers.

10 9 8 7 6 5 4 3 2 1
clear great ideas ok, might be alright not too sure what it is good luck no way will
this work

6. **Quality Control:** how will you control the quality of products before distribution.

15 14 13 12 11 10 9 8 7 6 5 4 3 2 1
outstanding quality good quality acceptable some returns questionable profit

7. **Recall Strategies:** how will you handle the products you have returned to because the consumer did not find it acceptable.

10 9 8 7 6 5 4 3 2 1
Great customer relations customers will think about buying your products no repeat business

8. **Marketing Survey:** Does this tool function and serve its intended purpose.

10 9 8 7 6 5 4 3 2 1
Great tool should be ok will do the job questionable good luck no way

9. **Costs:** All costs were explained, break even point figured and selling price set

20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1
wonderful job some questionable info. got most costs missing info. don't go into business

10. **Effectiveness:** Evaluation of the Board of Directors (class). Did you sell your Information, presentation and product. Will it be produced? (To arrive at this score, the entire class will evaluate and give that information to Mr. Barron, he will then averages the scores and use that information for this standard)

50 48 46 44 42 40 38 36 34 32 20 28 26 24 22 20 18 16 14 12 10 8 6 4 2

Total Points earned: 200 possible _____