
1.4 Products / Services

In this section you should:

- Describe your product/service and include photographs
- Explain what was innovative about your product/service
- Did you have to make any adjustments as a result of your market research?
- Describe how you produced the product/service, using sketches if necessary.
- Describe any difficulties you came across and how you dealt with them.
- Explain how you came up with the price for your product.
- What were the unit prices for each product
- You can also include a SWOT analysis here

1.5 Marketing/Promotion

In this section you should:

- Describe the customers you were targeting
- Did these customers actually purchase the product/service?
- Did you have to make adjustments to meet customer requirements?
- What market research did you carry out? Include graphs of your findings.
- Include your marketing plan in this section.
- Who were your competitors?

