**Marketing Mix: product**

**Starter activity:**

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| --- | --- |
| **Key terms** | **Definition** |
| Marketing mix |  |
| product |  |
| brand |  |
| Unique selling point/proposition |  |

**What are the four P’s of the marketing mix?**

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**Describe what makes a successful product?**

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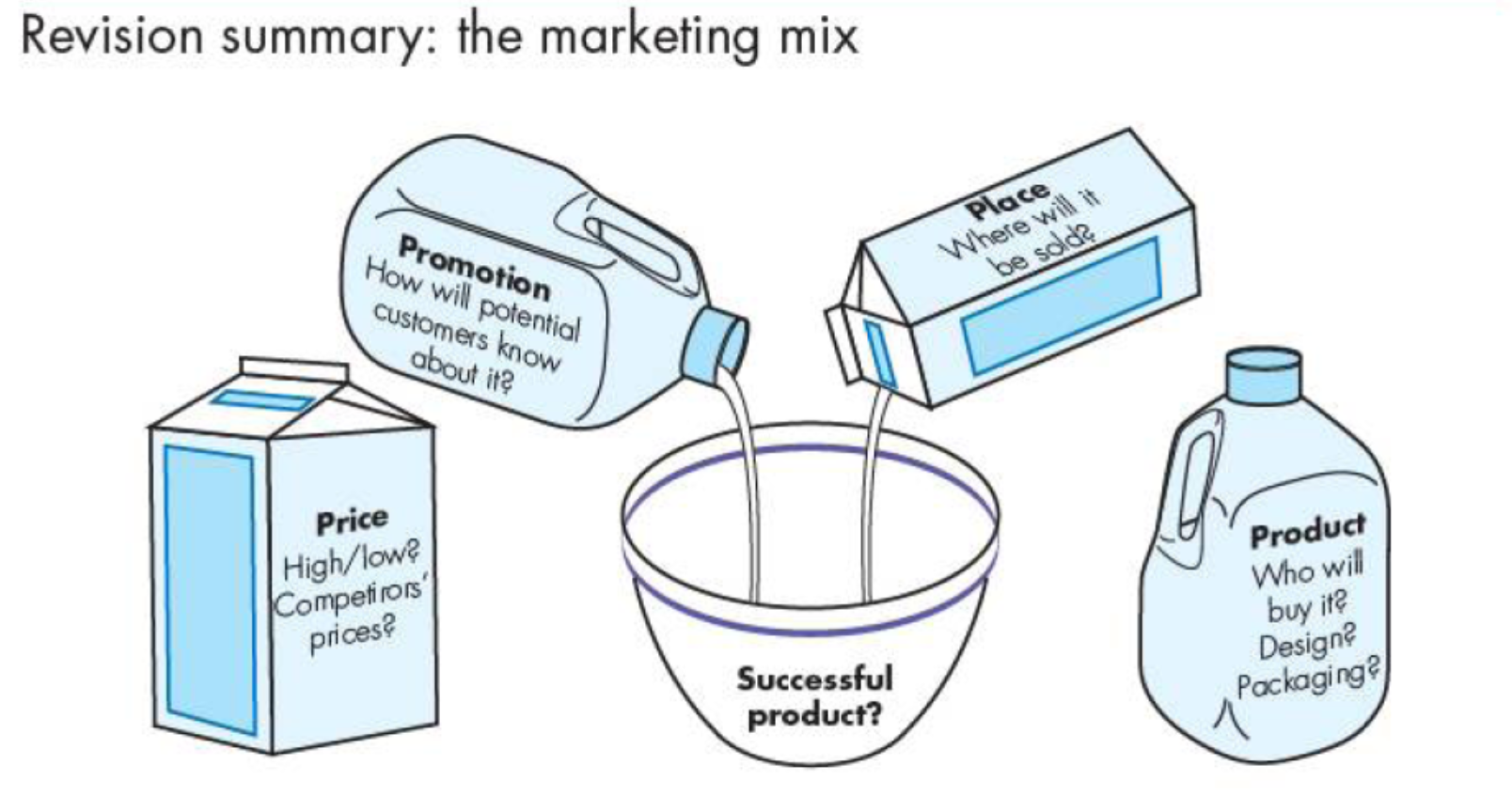
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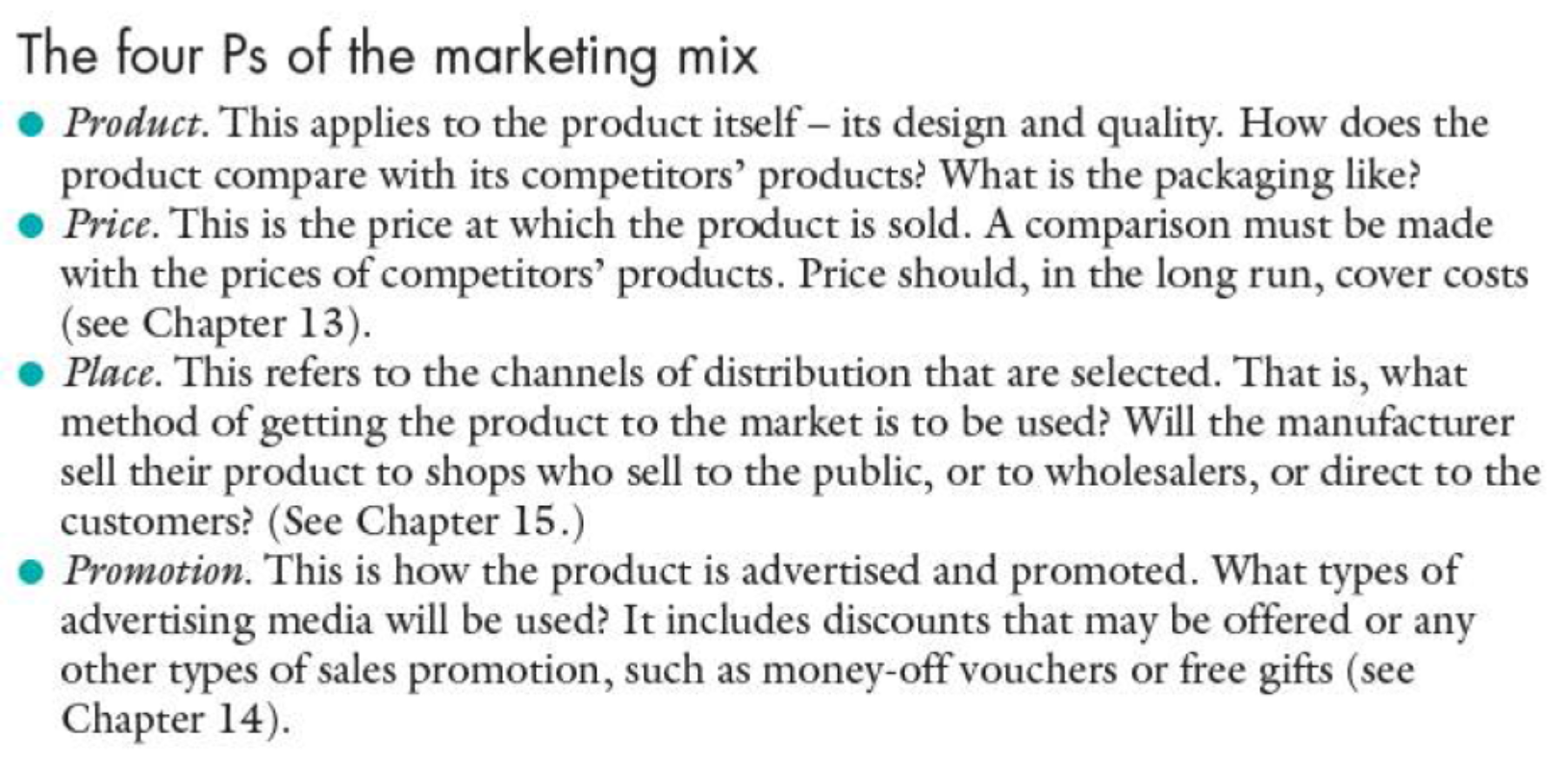
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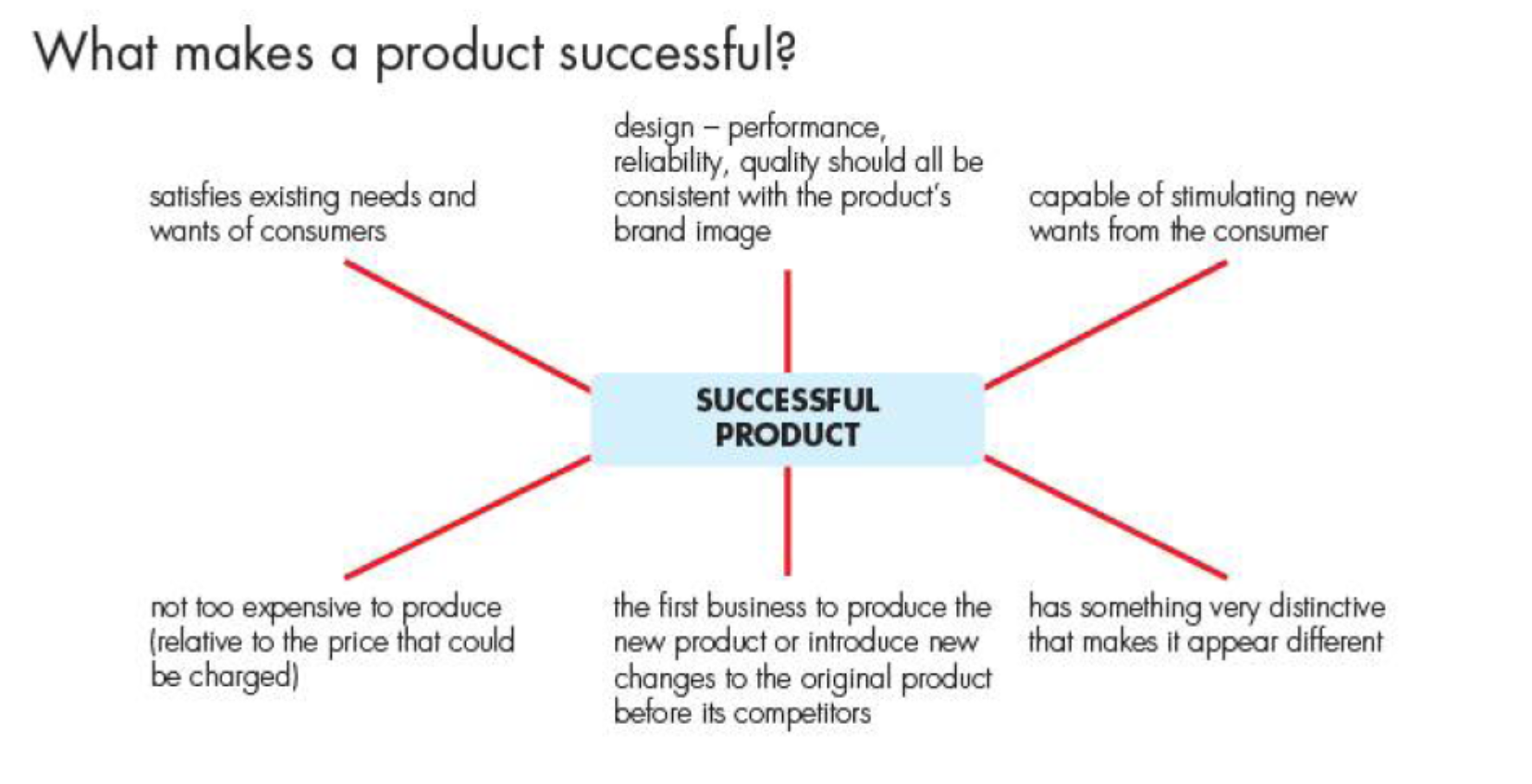
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**Support notes:**

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**Development activity:**

After watching the video, construct a flowchart outlining the main stages of product development.

Extension task (optional): Make a written summary to explain what happens in each stage and why it is important.

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**Practice Activity:**

List the costs and benefits of new product development.

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| --- | --- |
| **Costs** | **Benefits** |
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OR

Extension task: Make a brief written report outlining the possible costs and benefits of developing a different new product.

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**Support notes:**

Most businesses go through the following process of product development:

