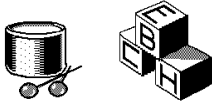


**NEW TOY PROJECT  
Product Planning**

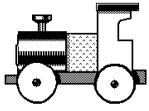
**SUBMITTED BY:  
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Sports and Entertainment Marketing



## Sports & Entertainment Marketing New Product Development Project



**Objective:** Your group has been hired to develop a new toy for a brand new toy company

### Directions:

**Step 1:** Determine the demographics (gender and age) of your target market and explain your decision:

- Male or Female
- 3-4 years old
- 5-7 years old
- 8-11 years old
- 12-14 years old

**Step 2:** Follow The Six Steps Of New Product Development

#1 Generate Ideas - Brainstorm Ideas and create a list of 6-10 possible toys.

#2 Screening Ideas - Select the best idea and explain reason for your choice.

#3 Developing the product - Explain specifics of the product. Describe features and accessories. Create or draw a prototype and sample packaging for your toy.

#4 Testing the Product - In 2-3 paragraphs provide a detailed explanation of how you plan to test market your toy. (Focus groups, samples, etc.)

#5 Introduce the Product - Explain how you will promote the toy. Where and when will you advertise?

#6 Evaluate Customer Acceptance - Explain how you will determine success of your new toy.

**Step 3:** Modification and Extension

- List and explain two ideas for *Extending* the product line
- List and explain two ideas for *Modifying* the product

**Sports & Entertainment Marketing**  
**New Product Development Project Evaluation (150 Points)**

	<u>Possible Points</u>	<u>Earned Points</u>	<u>Section Total</u>
<b><u>Step 1: Target Market</u></b>			
<b>Due:</b>			
Select Target Market	<u>5 pts.</u>	_____	
Explanation of Target Market	<u>15 pts.</u>	_____	_____
			20 pts.
<hr/>			
<b><u>Step 2: New Product Development</u></b>			
<b>Due:</b>			
<u>Generate Ideas</u> (1 pt. = each idea)	<u>10 pts.</u>	_____	_____
			10 pts.
<u>Screening Ideas</u>			
Selection	<u>5 pts.</u>	_____	
Explanation	<u>10 pts.</u>	_____	_____
			15 pts.
<hr/>			
<b>Due:</b>			
<u>Developing Product</u>			
Product Description	<u>15 pts.</u>	_____	
Explanation of Features	<u>5 pts.</u>	_____	
Prototype/Drawing	<u>15 pts.</u>	_____	
Sample Packaging	<u>15 pts.</u>	_____	_____
			50 pts.
<hr/>			
<b>Due:</b>			
<u>Testing the Product</u>			
Explanation	<u>10 pts.</u>	_____	_____
			10 pts.
<u>Introduce the Product</u>			
Where will you advertise?	<u>10 pts.</u>	_____	
When will you advertise?	<u>10 pts.</u>	_____	_____
			20 pts.
<hr/>			
<b>Due:</b>			
<u>Evaluate Customer Acceptance</u>			
How will you determine success?	<u>5 pts.</u>	_____	_____
			5 pts.
<b><u>Step 3: Extension and Modification</u></b>			
List/Explain 2 Ideas for Extension	<u>10 pts.</u>	_____	_____
List/Explain 2 Ideas for Modification	<u>10 pts.</u>	_____	_____
			20 pts.