

SAMPLE PRODUCT OUTLINE (fictitious)

Area:

San Juan Unified School District Elementary Schools
Over XX schools k-8
Over YYYY school children
Over XXXX elementary school teachers
Financially supported in purchasing teaching supplies
Progressive and creative in the classroom
Schools have high achievement scores compared to others

Company Names:

Creative Educational Challenges, LLP
Suggestive, yet descriptive in nature
Allows for other products that relate to education and creativity in the classrooms

Legal Form:

Limited Liability Company
Allows for tax benefits
Protection of the partners against any liability claims

Organizational Form:

Functional

President - Susie Q

Vice President for Production - Susie P

Vice President for Marketing - Susie R

Vice President for Finance and Accounting - Susie S

Vice President for Logistics - Susie T

No other employees

Product Name:

View a Bug

Hand-held cannister without a top and bottom (equivalent to an eight-ounce can) with contains a removable bottom with a magnifier affixed to the top. Provides a viewing area of insects for biology class demonstration/instruction

Allows the teacher to explain skeleton properties of insects to students

Easy to use - flexible - inexpensive - time-saver - fun to use

Mission:

It is the mission of Creative Educational Challenges to provide innovative and creative products to elementary school teachers as instructional aids in their teaching of required and elective subjects to elementary school

children.

Strategic Objectives:

To be recognized as a leader in creative educational product throughout the nation

To become the number one provider of innovative educational aids

To achieve name recognition as a major resource for elementary school teachers

Financial Objectives:

To sell XXX products NLT 2 years at a cost NTE XXXX.

To obtain a 10 % return on our initial investment

To increase quarterly sales by 3 % during the school year at a cost NTE XXX

Target Market:

total population of XXX elementary school teachers in SJUSD k-8

Surveyed XX teachers

40% would definitely buy for \$YY each

Potential sales of XY over two years

Competitors:

ABC Inc.

Several science instruments for classroom teaching, e.g.....

Price range from \$X to \$XX

Advertizes with fliers and in yellow pages

Educate to Learn, Inc.

Videos on insects and animals, e.g.....

Price from \$X to \$XX

Advertizes in Teacher's Magazines

Teachers' Helpers, Inc.

Numerous hands-on instrument for science learning, e.g.....

Price from \$XX to \$XXX

Advertizes only on the Internet - [www.teachers' helpers.com](http://www.teachershelpers.com)

Classroom Aids

Local company - specializes in classroom presentation of science subjects

Cost of \$XX for a 20-minute presentation
Fliers, word-of-mouth and cold-calls on teachers

Acquisition Sources and Costs:

Cans from Sacramento Recycle Center	\$XX for 100
Magnifiers from Office Suppliers	\$XX each
Paint from Home Depot	\$X a gallon
Heavy Glue from Home Depot`	\$X a gallon

Corporate Level Strategy

Concentration - on one product and one target market

Business-level Strategy

Low-cost

Narrow focus - elementary school teachers in one
School District

Production:

Batch process

Plant to be in Susie Q;s garage - donated free by her

After obtaining the cans,

Using a table saw, remove the two ends of the can

Shape one end with pliers so it fits over one end of the can

Insert the Magnifier onto the other end - securing it with heavy duty glue

Paint the finished product in a colorful tone

Equipment and Tools Needed:

2 work-benches

Table saw

4 extra blades

3 pairs of pliers

X gallons of paint

X gallons of Glue

Logistics:

Raw materials at Home Depot will be obtained using the POV of Susie P

Cans to be delivered by the Center

Magnifiers will be purchased over the Internet and delivered via UPS

Outgoing product will be delivered by POV of team members to teachers

Marketing:

Price: Retail price to the teachers at \$X.xx

Cost of product \$xxx, plus 50% mark-up

XX number of people said they would pay at least \$xxxxx.

Promotion:

Fliers - with toll-free number

Presentations at Staff Days, PSTA meetings

Place:

Teachers in their classrooms or wherever they want the product delivered

Accounting:

Traditional

VP of Finance/Accounting is responsible

Use Computer and Software Package SXSXSXS for

Accounting

Research and Development:

On product, next time purchase cans without head and bottom

On process, obtain a device which can adjust the bottom for fit (not pliers)

Finances:

Need of \$XXXX.

Source: each partner will contribute \$xxxx.

Management Information System:

One computer (being donated)

Software package for Accounting

Windows operating system

Microsoft Office

Charts:

Bibliography