Possible Pitch Content based of feedback from your groups activity

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|  | **Product Design** | **Pricing** | **Brand** | **Promotional Plan** |
| **Content** | * Information about the customer profile/Target Market * Market Research Findings * Initial Ideas * Final Design | * Price and Pricing Strategy * Sale Forecast * Costs (Fixed, Variable, total) * Revenue * Profit/Loss * Break-even | * Branding Methods * Brand Personality * Brand Image | * Promotional Objectives * Promotional Methods |
| **Notes/Supporting Material** | * Justify choice of design based on market research results | * Justify choice of pricing strategy based on the market research results * Explain your sales forecast * Justify variable costs * Analysis of break-even (consideration of changes of break-even) | * Justify the branding method used (relate to customer profile) * Explain how your brand will attract the target market (colours, typography, design). * Explain how the branding method will work together to attract the target market. | * Justify your promotional objectives * Justify how your promotional methods will attract the target market. * Explain how the promotional methods will work together to attract the target market. |