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
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| **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.
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