Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Unit R066: Market and Pitch a Business Proposal

Task 2: Develop a pitch for your proposal

You have been asked to prepare a pitch for delivery to a decision-making panel who will decide whether or not to stock your product over rival products. In your pitch you need to include the following, with justification, where appropriate:

* Details of your product design
* Your brand identity
* Your pricing recommendation
* Your proposed promotional plan
* Any other relevant information

As this pitch is important to secure the future success of your product, you are to plan and carry out a practice pitch to support the development of the professional pitch to the panel.

**Part 2 – Carry out a practice pitch**

You must:

* Carry out a practice pitch in front of an informal, supportive audience.
* Watch the presentation of at least ONE of your peers to provide support, ask relevant questions and offer feedback. You will need to provide evidence of the support you have given.

**Following the practice pitch, you must:**

* Use the feedback received from members of the audience and a self-evaluation to:
  + Reflect on, review and refine your pitch plan and supporting materials
  + Develop your personal pitching skills in preparation for your professional pitch to an external panel

CAU Checklist – Task 2 Part B

Practice Pitch

Carry out a practice pitch in front of an informal, supportive audience.

Provide feedback, to one of your peers, on their practice pitch.

|  |  |
| --- | --- |
| **Good** – You have described how the presenter can develop their pitch. | **Outstanding** – You have provided detailed feedback that explains why the feedback can improve their final pitch. |

Practice Pitch - Reflection

Reflect on, and review, your practice pitch using your own opinion and the feedback provided from others.

|  |  |
| --- | --- |
| **Good** – Describe how you are going to implement the changes for your final pitch. | **Outstanding** – Explain how the changes will improve your final pitch. |

Prepare for Final Pitch

Acting on your reflection, improve your presentation ready for your final pitch.

|  |  |
| --- | --- |
| **Good** – Acted upon most areas of your evaluation to improve the practice pitch | **Outstanding** – Acted upon all areas of the evaluation to improve the practice pitch. |

Self-Reflection/Evaluation

Practice Pitch

**Introduction**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content** | | **Notes** | |
| Introduce yourself |  | Explain why you are doing the pitch. |  |

**Details of your product design**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content** | | **Notes** | |
| Information about the customer profile/Target Market |  | Justify choice of design based on market research results |  |
| Market Research Findings |  |
| Initial Ideas |  |
| Final Design |  |

**Your pricing recommendation**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content** | | **Notes** | |
| Price and Pricing Strategy |  | Justify choice of pricing strategy based on the market research results. |  |
| Sale Forecast |  | Explained your sales forecast. |  |
| Costs (Fixed, Variable, Total) |  | Justifed variable costs |  |
| Revenue |  |  |  |
| Profit/Loss |  |  |  |
| Break-even |  | Analysis of break-even. |  |

**Your brand identity**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content** | | **Notes** | |
| Branding Methods |  | Justify the branding method used (relate to customer profile) |  |
| Explain how your brand will attract the target market (personality, colours, typography, design). |  |
| Explain how the branding method will work together to attract the target market. |  |

**Your proposed promotional plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content** | | **Notes** | |
| Promotional Objectives |  | Justify your promotional objectives |  |
| Promotional Methods |  | Justify how your promotional methods will attract the target market. |  |
| Explain how your promotional methods will work together. |  |

**Conclusion**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content** | | **Notes** | |
| Key pieces of information from your presentation |  | Justify why the panel should buy your hat. |  |

Supporting Material(s)

What supporting material(s) have you produced to support you pitch? (YOU MUST PRODUCE AT LEAST ONE!!!)

|  |
| --- |
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