

ACTIVITY

Packaging and Pricing

You've already thought about the first "P," product, so now let's work some others. If you are selling a product, packaging is an important consideration. And price is a crucial issue for any business! Use this worksheet to think through some of these issues

1.
 - a. Does your product need to be packaged? If so, how are you going to do so? In a box, bottle, or bag?

 - b. Are there any environmental issues you want to think about?

 - c. Is your packaging going to be innovative in any way? If so, how?

 - d. If you are going to package your product, sketch it in the space below.

2.
 - a. What are the prices that your competitors are charging? Write down several prices charged by your competitors and come up with the average.

 - b. Now, how do you want your prices to compare? Do you want to be cheaper than the competition or more expensive? Why?