



PRODUCT REVIEW IN-CLASS PROJECTS FOR APRIL 20

During our April 20 meeting, we will spend the last half of our class meeting on the below in-class projects. **After the break, we will reconvene in the Library.** Please:

1. Select one of the photographs provided of a supermarket area and assemble with the team of other individuals who have selected this same picture.
2. From within the picture:
 - a. If more than one product category is visible, select one of the categories.
 - b. Select a specific brand.
 - c. If more than one product from that brand is visible, select a specific package (e.g., twelve pack container of Diet Coke, six pack of Pepsi One, or 6 oz. Yoplait lowfat boysenberry yogurt).
3. Check the tables of the *Statistical Abstracts of the United States* [Ref. HA 202 (2002), pp. 129-130] to see if there is any information about consumption trends in the given product category. If this information is available, what is your analysis?
4. Check to see if any information is available about your chosen product category in the *Best Customers* [Ref HC79.C6.R98 (2001)] directory. What is the most important information you see, and what are the implications of this?
5. In looking at the photo:
 - a. What is your overall evaluation of the packaging of your chosen product?
 - b. How effective do you think the packaging is in:
 - i. Getting the product noticed?
 - ii. Making the product stand out from other nearby products?
 - iii. Projecting an appropriate image for the product?
 - iv. Any other criteria you consider important?
6. What is your evaluation of the shelf-space the product has been given:
 - a. In terms of being easily accessible to customers while shopping?
 - b. Relative to competing brands? Please suggest a better location if you are not satisfied with current one.
7. Are there any other areas in the store where you would like to see your product stocked? What kinds of arguments might be made to encourage a retailer to give you this space?
8. Based on what you have analyzed, what do you think is an important challenge for the management of the company to consider?

Each team should turn in:

1. A list of members.
2. A brief outline of answers to each of the above questions.

Each individual should choose one of the above questions that you find particularly interesting and turn in a discussion of your observations and reasoning in more detail. (Suggested length: 2-3 paragraphs).

If you do not finish by the end of the class meeting, you are not expected to meet outside class—just turn in what you have at the end of the class.

Have fun!