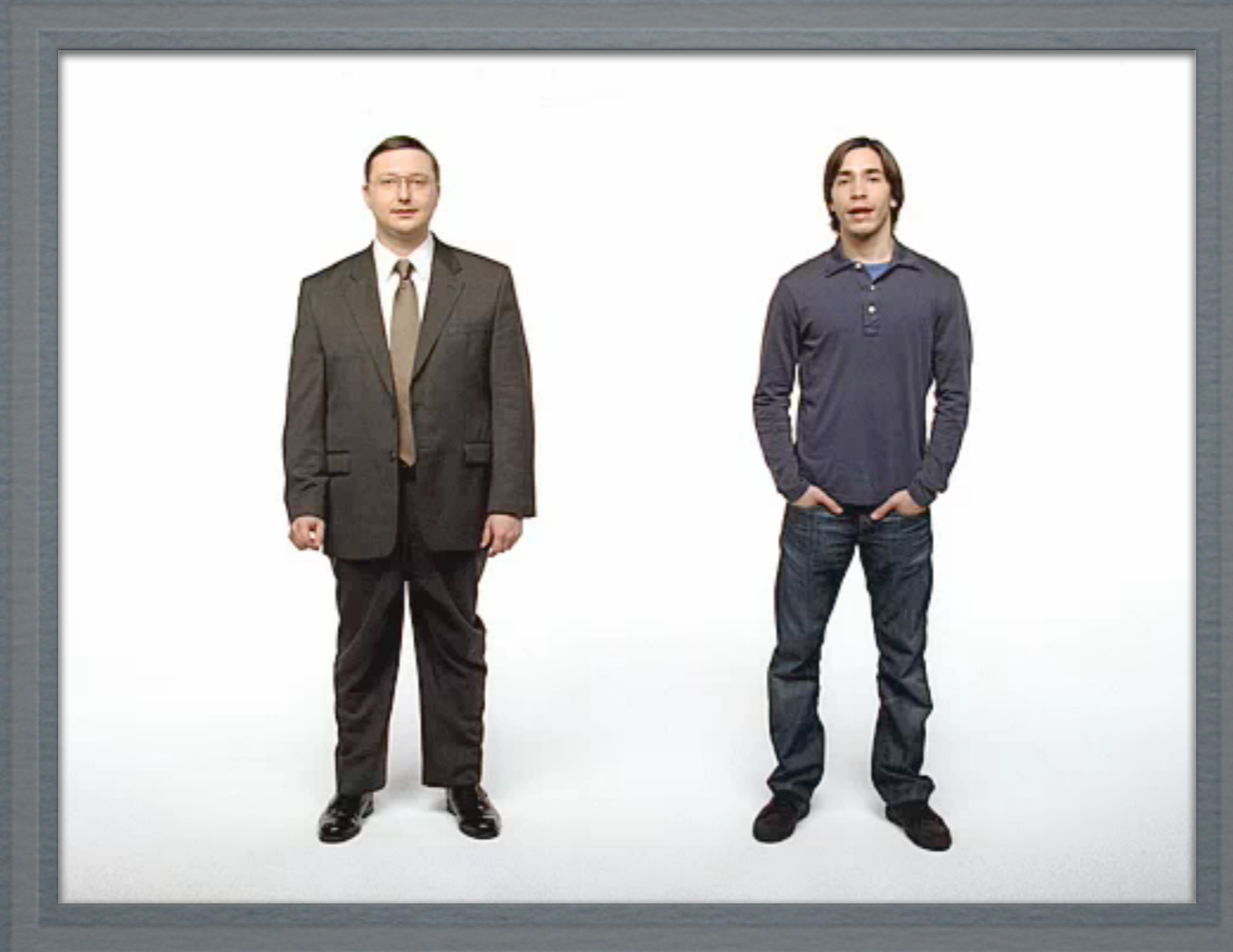


CATEGORY 10

ENTREPRENEURSHIP



WHAT IS IT?

GOT A PRODUCT?

- ✻ How do you sell it?
- ✻ Do you know your audience?
- ✻ Do you know your product?
- ✻ Do you know the market?
- ✻ Do you have a plan?

CAT 10- ENTREPRENEURSHIP

☀ Market a new product.

☀ This product may be a totally new innovation / invention or any of the innovations or products.

☀ Improve on the marketing plan of an existing company/ product.

WHAT'S REQUIRED

- ☼ Market Survey & SWOT Analysis

Strengths/Weaknesses/Opportunities/Threats

- ☼ Market Plan - 4Ps

Place; Product; Promotion; Pricing

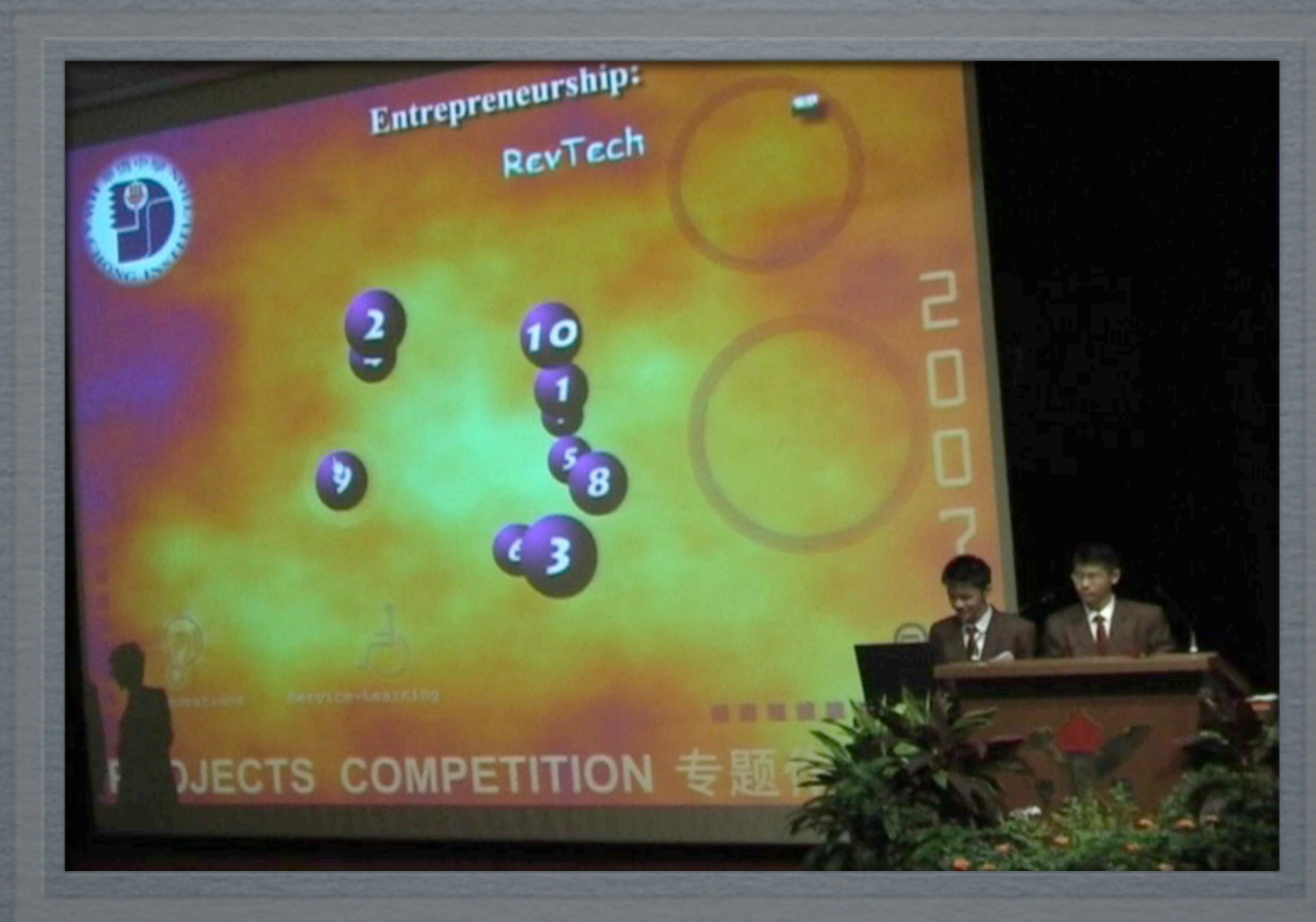
- ☼ Strong presentation - elevator pitch

- ☼ Reflection on the process

FINAL PRODUCT

- ✻ A web-based marketing report
- ✻ Oral Presentation + elevator pitch
- ✻ Executive summary
- ✻ Process reflection

**See Judging Rubrics*



EXAMPLE

FOR MORE INFORMATION

✻ <http://projectsday.hci.edu.sg/2008/05-Categories/Cat-10.html>

✻ Email vivien@hc.edu.sg

QUESTIONS?