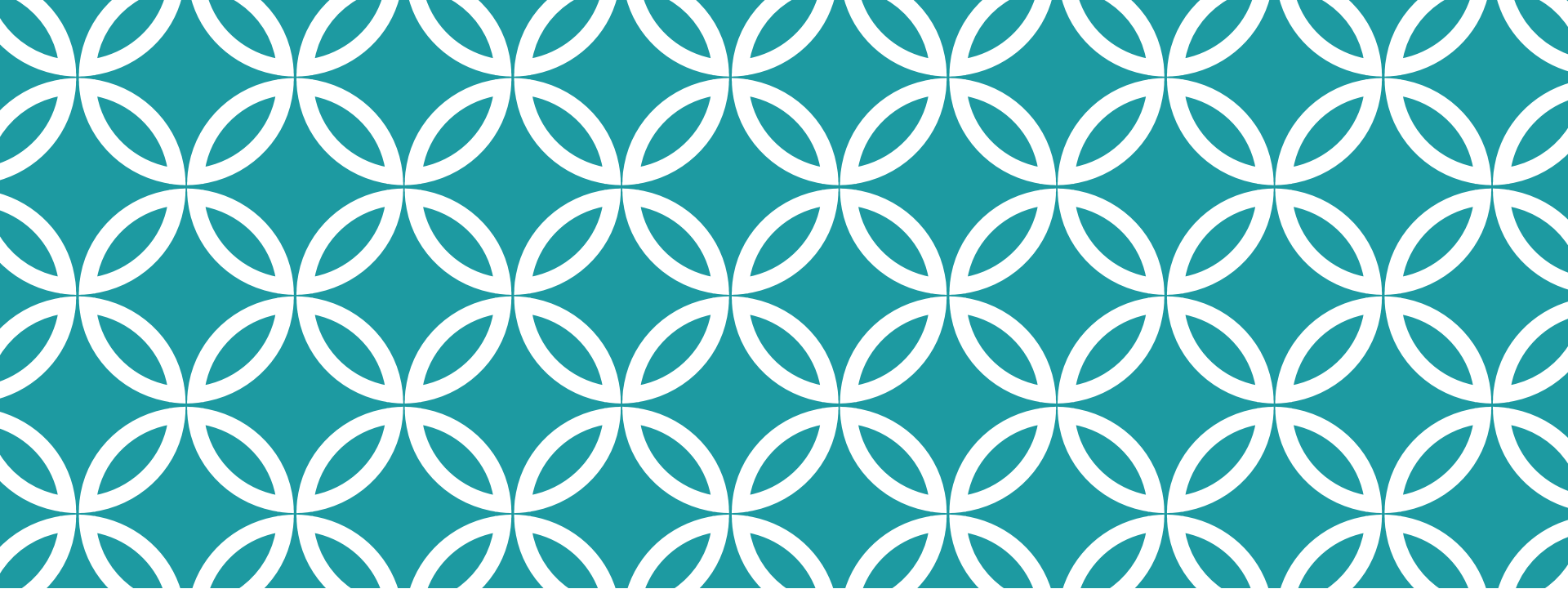


# Bite Size PD

Unit 10: Product Service  
Management

Updated 8/16/18



## Chapter 30



# Who is Rohan Oza?

If you've watched SharkTank lately, you may have noticed the man up to the right, Rohan Oza, and heard him talk about how he is a "Brand Messiah".

1. Do some research on Rohan- who is he? What brands has he worked with? What has made him so successful?



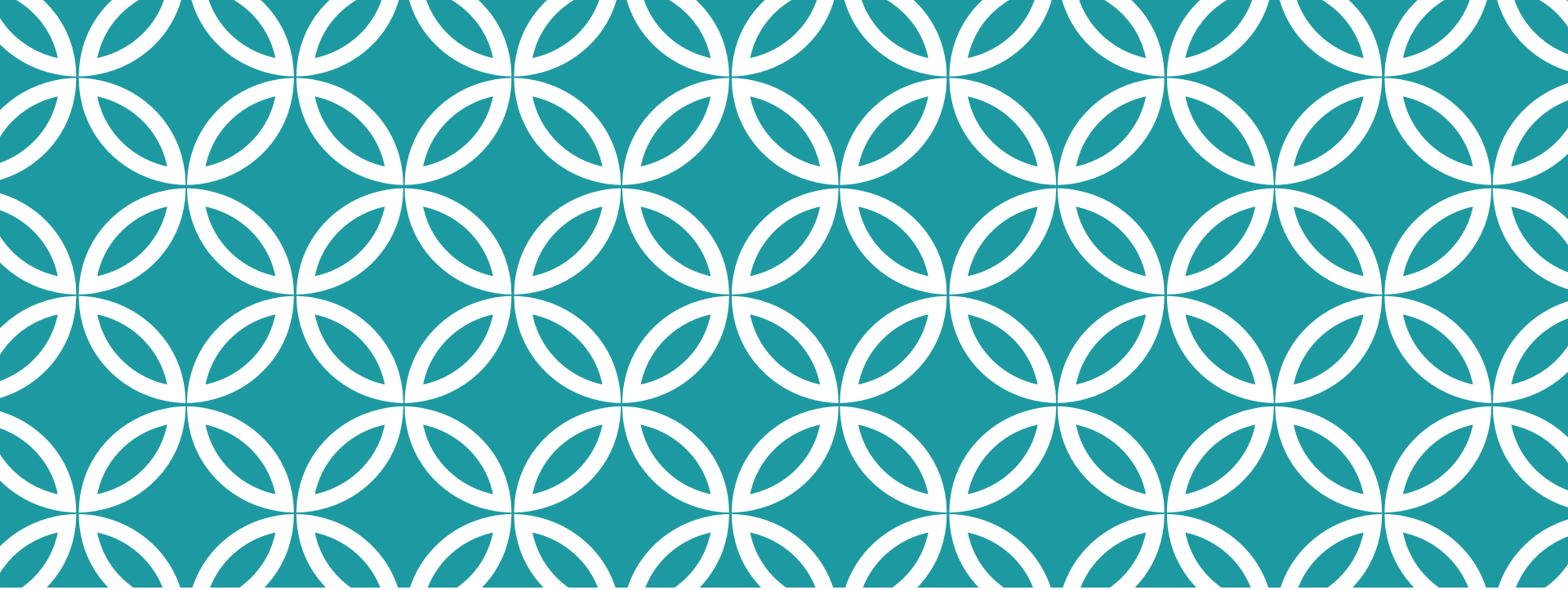
# Wait, Heinz makes more than ketchup??!



At one point in time, Heinz had the #1 position for pickles. They thought, hey, we should move into something else, let's try ketchup! That went so well, people started to forget about their pickles, and Vlastic decided they would move in and focus their brand just on pickles. Now Vlastic sells way more pickles at a much higher price than Heinz. Same story with the mayo.

So, what did Heinz do wrong? They tried to stretch their brand and extend further than the positioning their customers had in their heads.

1. Look up what brands Campbell's has. Why do you think they came up with different brands rather than call their spaghetti sauce Campbell's Spaghetti Sauce?



## Chapter 31



# Updating Packaging- Bai



In 2016, Dr. Pepper bought Bai brands. By acquiring Bai, Dr. Pepper diversified its drink portfolio amid growing sentiment against sugary soft drinks. Bai's beverage lineup includes Bai antioxidant infusion, Bai Bubbles, Antiwater and Cocofusions.

In 2017, they ramped up the advertising using Justin Timberlake and The Superbowl and decided to reposition Bai Bubbles and repackage Antiwater to Bai Antioxidant Water.



1. Why do you think they decided to change their packaging and name?
2. Why is having good packaging so important?

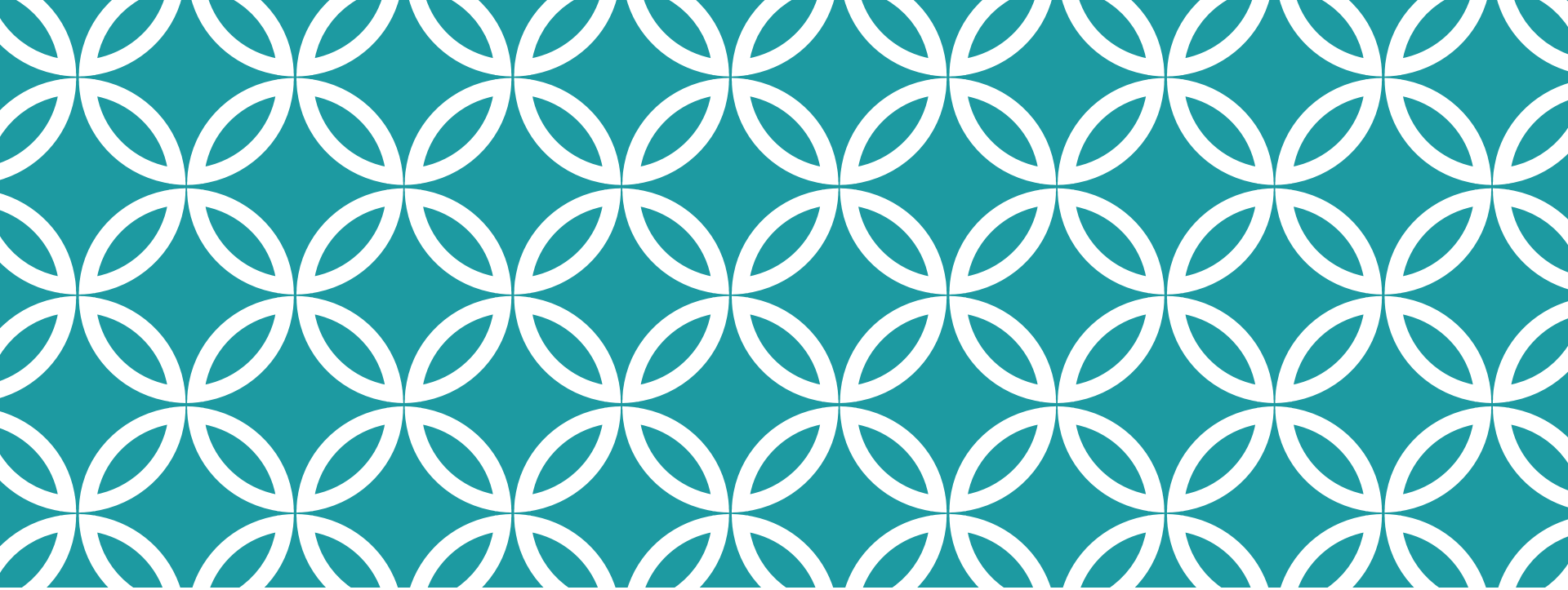
# DECA Connection- Branding



You work for a business that sells new and used cars. It is large and has been around for over 20 years, but has begun to see a decrease in sales. They would like to have you and a partner decide on a new logo and slogan as well as come up with a unique promotion for letting people know about your exciting changes.

Make sure you think about your target market, the overall image you want your business to convey, and any new products/services you could bring to your business to differentiate it.





# Chapter 32 |



# Magnuson-Moss Warranty Act

1. Go to the Federal Trade Commission's web site and look up the Magnuson-Moss Warranty Act.
  - a. What is it and who/what does it protect?
  - b. What is a warranty and why are they important?
  - c. Can you think of a product you or your family has that has a warranty?



# DECA/NOCTI Q's

1. A group of related products is called a product:
  - a. Item
  - b. Line
  - c. Mix
2. A major disadvantage of rapid technological changes is the
  - a. Increase in customer satisfaction and profitability
  - b. Increase of customer product awareness
  - c. Rate at which existing products become obsolete
3. One reason that a brand name should be adaptable is so that the business can
  - a. Change the brand name as often as necessary
  - b. Use the brand name in multinational marketing
  - c. Make its products look like other similar products