



WE ALL SCREAM FOR ICE CREAM! MARKETING MIX WEBSITE COMPARISON

For this project you will go to two websites and fill in the answers to the questions regarding the Marketing Mix for each company. The websites are:

<http://www.mayfielddairy.com/>

<http://www.bluebell.com/home/>

You will need to learn about these brands first, then you can make you logo and start your own brand of ice cream!

	Blue Bell	Mayfield	This will be your BRAND!
			
<u>Product</u> (describe packaging)			
<u>Product</u> How many flavors does each brand offer?			
<u>Product</u> Does the company sell other products besides ice cream? If so list. (not counting T-shirts or anything with the company name on it)			
<u>Product</u> What is the slogan?			
<u>Product</u> Does the company identify its top flavors? If so, list the most popular flavors.			
<u>Place</u> Where are the dairies			

that make the ice cream located?			
<u>Place</u> What stores are these products sold in?			
<u>Place</u> How is ice cream transported to the stores?			
<u>Price</u> How much does each product cost? You may have to fill in this question later by researching prices at a store.			
<u>Promotion</u> How did you like the website? List strengths and weaknesses of each	<u>Strengths</u> <u>Weaknesses</u>	<u>Strengths</u> <u>Weaknesses</u>	<u>Strengths</u> <u>Weaknesses</u>
<u>Promotion</u> Does the website offer any coupons?			
<u>Promotion</u> Does the company provide a tour of its facilities? Take one tour of each company. Rate the tour from 1-10			

Promotion

Does the website
include recipes?

Promotion

Does the company
support any causes
or charity?

Promotion

Does the website
offer games? If yes,
List the types of
games offered- then
rate them on a scale
of 1-5 for amount of
fun. 1 being *boring*
5 being *really fun!*