

# **Snake Oil Individual Challenge**

**Marketing & Business**

# Snake Oil Individual Challenge

***Objective.*** Given a list of specific items, select two items to create a product for a specific customer. You will present the information for this project in a google slideshow.

***Format.*** You will be given a slide with six items on it. The slide following it, reveals the customer that you will be creating a new product.

Slide three provides the directions and expectations for this assignment.

Slide four will show you the six different items that are available to pick from for the first target market. From the list of six, select two items that you would combine together to create a product for the target market.

Slide five reveals the identified target market.

Slides six and seven provide the next set of items and the next target market. Slides eight and nine provide information on the format of the slideshow.

# **Snake Oil Individual Challenge Presentation**

**For the challenge you must do the following:**

**Create a slideshow that displays the requirements for each product.**

**Select two items from the list on the slide and create a product for your target market**

**Create a brand name for the product**

**Create a slogan for the product**

**Create a slide detailing the sales pitch that you would use to sell the product to your target market. Include details about how the product will function for the customer. Identify the features and the benefits of the product for the customer.**

**Examples for what is expected on the slides for the project are at the end of the slideshow**

# **Customer One: Item Selection**

- **Giggle**
- **Glitter**
- **Glue**
- **Photo**
- **Soap**
- **Tarp**

**Customer One**



**Expectant Mom**

## **Customer Two: Item Selection**

- **Bell**
- **Clock**
- **Club**
- **Map**
- **Star**
- **Umbrella**



**Customer Two**

**Taxi Driver**

# **Customer One Product(Example Slide)**

## **Slide One for Customer One Product**

- **Identify the product that you have created**
- **Identify the brand name for the product**
- **Identify the slogan for the product**
- **If you can create a picture of your product, please do so**

## **Slide Two for Customer One Product**

**Provide a detailed sales pitch for the product. Make sure that you include features and benefits of the product(how will this product improve their lives)**



# **Customer Two Product(Example Slide)**

## **Slide One for Customer Two Product**

- **Identify the product that you have created**
- **Identify the brand name for the product**
- **Identify the slogan for the product**
- **If you can create a picture of your product, please do so**

## **Slide Two for Customer Two Product**

**Provide a detailed sales pitch for the product. Make sure that you include features and benefits of the product(how will this product improve their lives)**

# **Have Fun!**

**Be Creative and sell your products like Rock  
Stars!!!!**