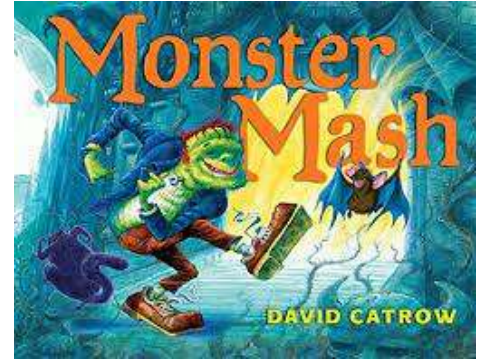


Monster Mash

Create a product called **Monster Mash**. The product may be a food, a tool, or any other type of invention (within reason). Brainstorm your ideas individually or with a small group. Every group must have a different, creative and new idea.



1. Group Member(s) - no more than 3 per group

2. Product Idea Description:

3. Product idea benefits to consumers (why will they buy this product)

4. Product idea target audience (who is going to buy this product).

5. Create a prototype (early sample model of a product created to test a concept) of the package in which your product could be sold. A food may be offered in a bottle, jar, bag, or can. A tool might be in a box. Remember that unique packages will draw the attention of the consumer. Discuss what we will see in your prototype in the space below. Extra points added if you make a sample.

6. How much will your product be sold for retail in stores or online? Think about the cost of what goes into it while still making a profit (Formula: Retail Price - Cost of Goods Sold (COGS) = Profit

Retail Price		COGS		Profit	
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7. Where will your **MONSTER MASH** be sold?

