



SHARK TANK HALLOWEEN



The Pumpkin Glove Scraper

Hey, remember the 7 *Functions of Marketing* from the start of the semester? We'll review some of them today, in this episode of Shark Tank!

Product/Service Management:

How would you describe this product? What are its unique features and benefits?

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Does Big D have a patent for his product?

Financing:

What is Big D seeking for an investment?

How much of their own money has Big D and his partner put into this?

Pricing:

What was the retail selling price at the time this episode aired?

How much did it cost to make?

Channel Management:

At the time this aired, where could you buy this product?

In General...

Think about the pitch. What do you think the presenter did well?

What was the main reason none of the sharks wanted "in" on this product?