1. Describe the product or service you will be introducing



2. Naming your product

a.

b.

3. Design a logo for your new product (draw or computer design – attach to back of paper)

a.

b.

c.

d.

e.

4. Developing a Strong Brand

a.

b.

c.

d.

e.

1.

2.

3.

4.

5.

5. Packaging and Labeling

a.

b.

c.

d.

e.