



You Be The Judge

Now it's your turn to sit in the CEO's chair and evaluate the proposals for three new products. Because you head a conglomerate, each of the products is very different. So it's not going to be easy to determine which product should move to the front. (But then, that's why you get the big bucks!)

Read each product proposal carefully.



Product 1: SuperDrink

This new product will revolutionize the energy drink market. It is targeted to athletes, business professionals, and students alike—anyone who often feels the need for some extra energy. Like other energy drinks, it boosts both physical energy and mental concentration, but this one tastes better than the competition. Most important: It uses ginseng, which provides a better and healthier energy boost than caffeine, which is found in competing brands.

Product 2: SuperShoe

This is a top-of-the-line, general-purpose athletic shoe. It is designed for the middle-aged urban professional who enjoys physical activity—jogging, running, tennis, etc.—but who wants just one good pair of shoes. The shoe is durable and flexible, with plenty of cushioning and arch support. The sole provides plenty of traction, and the shoe is sharp and stylish without being flashy.

Product 3: SuperSoap

This designer soap will be marketed in high-end boutiques and home décor shops. It is a small, aloe vera-based bar with a light herbal scent. Its packaging is designed to appeal to consumers who value good taste and high quality, but who at the same time are concerned about the environment. This is a quality skin care product that contains all natural ingredients, and it is cruelty-free—it has not been tested on animals.

**The members of your executive team have a tough decision to make:
Which of these three products has the most potential?**

Part A. To begin, make a list of the information you will need in order to make an informed decision. Be sure to consider such factors as target audience, manufacturing, marketing potential, and pricing. Use the back of the sheet if you need more room.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Part B. Formulate answers to your questions and those of the other members of your team. Use the information you have compiled to identify the primary strengths and weaknesses of each product proposal.

	Strengths	Weaknesses
SuperDrink	_____	_____
	_____	_____
SuperShoe	_____	_____
	_____	_____
SuperSoap	_____	_____
	_____	_____

Once you have made your determination, prepare a brief report that presents your recommendation and summarizes the reasons for it.

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