

**Name of Product**  
**By**  
**Student #1**  
**Student #2**  
**Marketing 11/12, [1-3/2-3]**

**FORMATTING:**

- "PROFESSIONAL" FONT STYLE
- 1.5 SPACING FOR BODY OF TEXT
- HEADINGS – MAKE USE OF BOLD, ITALICS, UNDERLINE, INCREASING SIZE OF FONT TO MAKE TEXT STAND OUT

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**Name of Product**  
**By**  
**Student #1**  
**Student #2**  
**Marketing 11/12, [1-3/2-3]**

**FORMATTING:**

- "PROFESSIONAL" FONT STYLE
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**Student #2**  
**Marketing 11/12, [1-3/2-3]**

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**Student #1**  
**Student #2**  
**Marketing 11/12, [1-3/2-3]**

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**Name of Product**  
**By**  
**Student #1**  
**Student #2**  
**Marketing 11/12, [1-3/2-3]**

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**Name of Product**  
**By**  
**Student #1**  
**Student #2**  
**Marketing 11/12, [1-3/2-3]**

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LAYOUT OPTION FOR PICTURE

## **Possession Utility**

This is where you would write about how you will market your product to make it easy to purchase. For example will you accept multiple types of payments (credit card, debit card, cash) or will you only accept cash? If your item is one of high value, will you provide some kind of allowance for purchasing on account (letting them buy without paying right away) or extending credit terms (letting them pay monthly amounts over time until they pay it off). Explain why you made the choices you made.

## **Recommendation**

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**Name of Product**  
**By**  
**Student #1**  
**Student #2**  
**Marketing 11/12, [1-3/2-3]**

**FORMATTING:**

- "PROFESSIONAL" FONT STYLE
- 1.5 SPACING FOR BODY OF TEXT
- HEADINGS – MAKE USE OF BOLD, ITALICS, UNDERLINE, INCREASING SIZE OF FONT TO MAKE TEXT STAND OUT

**Introduction**

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