

# Product Lines & Brands

## *Directions:*

For this *Project*, you will create a concept map outlining the types of product lines and brands of a particular company of your choice and explain the nature and scope of product planning.

1. Write a few paragraphs explaining the nature and scope of product planning specific to your selected company. Consider how they develop and choose new products and how they decide when to discontinue products.
2. Draw or use a computer to create the concept map. For each product line and brand, identify the target market and find a picture of an example product. Then, choose a brand of products and create a new product. Draw sample packaging and write a description of ideas for product marketing. The concept map and new products will be displayed in the class.