*Marketing Dynamics* Unit 4

# Activity 4-1 Product

## Directions

Complete the following exercise to describe the features and benefits of your product or service.

## Activity

1. List each product or service you will be marketing and describe each.

<<Place Answer Here>>

1. Complete the following features and benefits chart. If you have more than one product or service, create additional charts. Add as many lines as necessary.

Product or service name: <<Place Answer Here>>

|  |  |
| --- | --- |
| **Feature** | **Benefit** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

1. Write your Unique Selling Proposition (USP) that you created earlier.

<<Place Answer Here>>

1. Describe the unique experience the customer has when they interact with your company.

<<Place Answer Here>>

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity4-1.docx (i.e., JohnSmith\_UnitActivity4-1.docx).