

UTILITIES

Power-point Assignment

Your assignment will be to discuss and illustrate using power-point the five economic utilities effecting businesses.

The function of marketing is to add value to a product. That added value in economic terms is called utility. Utilities are the attributes of a product or service that make it capable of satisfying consumers wants and needs.

DIRECTIONS

Generate a list on the computer of at least five products that students and/or faculty in your school would want to buy at your school site and use daily or weekly. Choose one product of the five products to use for the activity. Using the product you choose, create a power point slideshow that answers the following questions. (1. What raw materials went into the making of this product? 2. Where would you place (distribute) this product so your customers would have access to purchasing it? 3. When would be the best time of day to sell this product/The best time of year? 4. How would students and/or faculty get information about this product to your potential customers? 5. In what ways would students and/or faculty be able to pay for the product? Provide supporting evidence for your answers.

Slide 1: **Title slide**, include the name of your presentation, Marketing 1, Block, your name and the date

Slide 2: FORM UTILITY

What raw materials went into the making of this product? (Include what the product is)

Slide 3: PLACE UTILITY

Where would you place (distribute) this product so your customers would have access to purchasing it?

Slide 4: TIME UTILITY

When would be the best time of day to sell this product/The best time of year?

Slide 5: INFORMATION UTILITY

How would students and/or faculty get information about this product to your potential customers?

Slide 6: POSSESSION UTILITY

In what ways would students and/or faculty be able to pay for the product?

All slides should include illustrations. Each slides is 3 pts each – 18 pts total