**6 MARKETING PRESENTATION**

**Response might include:**

* Details / images of websites of guitar stand suppliers.
* List of key features and benefits of the guitar stand.
* Product name and simple ‘logo’ created.
* A simple design / images for a poster or advertisement showing the guitar stand in use, how it works, and how the detachable clamp is fitted to the wall.
* Indication of target market and selling price.
* A report from a ‘third party’ stating why people should buy the product.

**REVIEW and REFLECTION**

**Response might include:**

* List of sections of the folder that ‘went well’ and those found more difficult, in general terms. A list of problems experienced.
* Comments on the quality of approach and work throughout the project. How well I carried out the project.
* A list of particular help given by other people during the project.
* Consideration of the materials and methods used to produce the guitar stand, and their implications ‘for the world’ in general terms., e.g. ‘steel can be recycled’
* How successful the product will be, e.g. will stand out from other guitar stands, likely to sell in high numbers.
* Suggestion to make the whole stand collapsible / folding to make carrying easier.