

CHOCOLATE BROCCOLI WORKSHEET

Student Name: _____

Teacher: _____

Product Name: _____

Date: _____

Your challenge is to use the information you have to launch a new product from Research and Development! Your new product will be launched using a social media campaign of your design incorporating pricing, farming strategy, supply chain, and marketing!

Social Media Platform

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ YouTube
- ☐ TikTok

Supply Chain/ Logistics & Sales

Growing Location

Launch/Sales Location

Selling Price

Campaign Target Audience

☐ Parents/Guardians ☐ Children

Key Message

☐ How it is made ☐ Health benefits
☐ Where it is grown ☐ Cost

Research & Development

Definition: work directed toward the innovation, introduction, and improvement of products and processes.

Roles include: Biologist, Entomologist, Chemist, Chemical Analyst, Molecular Analyst, etc.

Regulatory & Stewardship

Definition: work directed toward ensuring compliance with all regulations and laws and managing products in a way that reduces their impact on the environment and on human health.

Roles include: Regulatory Manager, Regulatory Specialist, Regulatory Assistant (Global and Local), Stewardship manager, compliance manager, etc.

Legal

Definition: work directed toward the handling of all company legal transactions, partnerships and projects. Ensuring compliance with state and federal laws and identifying when potential legal risks exist

Roles include: Lawyer, Paralegal, Legal Officers, etc.

Commercial

Definition: work directed toward building relationships with clients to establish new contracts, creating business plans for pricing and marketing products

Roles include: Sales Manager, Sales Engineer, Marketing Manager, Product Manager, etc.

Supply Chain

Definition: work directed toward the processes involved in the production and distribution of a product or service.

Roles include: Demand Managers, program managers, product launch managers, inventory managers, supply chain analysts, logistics coordinators, allocation planner, materials planner, procurement, etc.

Customer Service

Definition: the direct one-on-one interaction between a consumer making a purchase and a representative of the producing company.

Roles include: customer service representative, customer service manager, etc.