



## Dragons Den Marketing Process Portfolio

Name: \_\_\_\_\_

Choose a pitch from a Dragons Den Episode and answer the following questions regarding the Marketing Process.

1. Find a need: Did they find a need? What was the need?
2. Conduct Research: Did they conduct research?
3. Design a product to meet the need based on research: What was the product they designed?
4. Set a price and do product testing: What was the price? Was it tested?
5. Determine a brand name, design a package and logo: What was the name of the product? Did it have a logo?
6. Select a distribution system: How did they distribute or plan to distribute their product?
7. Design a promotional program: Do they have a promotional program already in place?
8. Build a relationship with customers: Do they already have a customer base? How do they reach their customers?