***Assignment Details***

You will “create” your own product and determine how the product compares to your competition, what target markets your product satisfies, and what your segmentation strategy should be for the product as well as how it compares to your competition. The product that you determine should NOT already exist. The technology for the product that you “create” does not need to exist. For example, the product you write this paper on could be flying shoes. This paper should be 2-3 pages in length. Please see the rubric and the assignment outline below:

**Product：Solar electric bicycle**

**Product create (launch) by：Whirlpool (Company)**

1. Cover Page (your name, course section, date, title)
2. Body
   1. Describe your product characteristics in the following categories:
      1. Product Appearance – description of the product
      2. Quality
      3. Features – what is the distinctive competency
      4. Services offered
   2. Explain the key features and benefits of your product and how they compare to your competitor (your distinctive competency vs. the competitor).
   3. Describe your target market that includes the following:
      1. Age/income
      2. Gender
      3. VALS2
   4. Choose and justify a segmentation strategy:
      1. Geodemographic Segmentation
      2. Benefit Segmentation
      3. Usage Segmentation
   5. What are the similarities and differences between your target market and segmentation strategies compared to your competitor?
3. References

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| Paper #1 Product/Service/Consumer Behavior Rubric Criteria | | | | |
| **Criteria** | **Not Evident**  **0%** | **Needs Improvement**  **55%** | **Proficient**  **85%** | **Exemplary**  **100%** |
| **Description of the Product**  **30%** | The description and analysis of the product is not explained | Some aspects of the product are explained and some analysis of the benefits relative to the competition is explained | Explains all aspects of the product and appropriately analyses the key features and benefits of the product relative to the competition using appropriate justification | Thoroughly explains all aspects of the product and thoroughly explains the key features and benefits of distinctive competencies relative to the competition using appropriate justification |
| **Target Market**  **30%** | The description of the target market is not explained | Some aspects of the target market are explained | Explains all aspects of the target market with appropriate justification | Thoroughly explains the target market and uses appropriate justification for the target market selection |
| **Segmentation Strategy**  **30%** | The selection of a segmentation strategy is not explained | The segmentation strategy is selected but not explained | The segmentation strategy is selected and explained using appropriate justification | Thoroughly explains segmentation strategy selection using appropriate justification |
| **Technical Requirements**  References, meets page requirement, proof read, and cover page  **10%** | The paper does not reference APA citations, has many grammar errors, does not meet the page limit, and/or does not have a cover page | The paper has some APA citation errors, some grammar errors, does not meet the page limit, and/or cover page has some errors | The paper has a few grammar and citation errors, meets the page limit requirement, and a cover page is included | The paper is free from grammar and citation errors, meets for exceeds the page requirements, and the cover page is appropriately formatted |