**Product Development** **Assignment**

Read about how companies can gain a competitive advantage over their competitors [**HERE**](http://cms.gavirtualschool.org/Shared/Electives/IntroductionToBusinessTechnology/MarketingBasics/IntroBusinessTech_MarketingBasics_SHARED6.html).

When a business develops a product, innovations often help the product evolve over time. Watching, helping, and promoting this evolution can go a long way toward earning and keeping a competitive advantage. In your project for this module, you will be doing research on business opportunities that came through research and innovation.

**Assignment Directions:**

**You will choose a product that is currently popular in the marketplace** **that has evolved over time**. Research the history of the product and create a presentation including the following information:

1. Origin of idea - when was the product introduced into the marketplace?
2. Product Modification - has the product been modified to meet the changing needs of consumers? Describe the modifications.
3. Competition- identify current competitors.
4. Target Market - identify target market for product.
5. Price - current price of product, competitors' price, has price changed?

\*\*Be creative in your PPT! Use more pictures, bullet point lists, correct spelling & grammar.