**Product Creation – Infographic**

Imagine you work for a big company (Legault Inc.) that produces all kinds of different items and services. The business is in need of growth, and you are in charge of pitching a new product or service for the business to offer. When you pitch a new idea, you need it to be visually appealing, and to do this you need to create an infographic.

**Step 1: Brainstorm**

* You need to brainstorm some ideas about what product you would like to introduce to your business.
* You can do some research online, or discuss with your classmates. Keep in mind that this is an individual project.
* Pick a product/service that is your personal favourite out of all your options to create your infographic about.

**Step 2: Research**

Answer the following questions about your product and incorporate this information into your infographic.

1. Is your product a need or a want?
2. Is it a good or service?
3. What type of resource?
4. What demand is there for your product and what is it supplying?
5. Can this product or business provide jobs?
6. Does this product have the potential to change the world?
7. What goods/services will be produced?
8. How will the goods/services be produced?
9. Who is the target audience?
10. How much will it cost to make this product?
11. What is the price of your product?
12. Which market structure does your business/product fall under?
13. Incorporate an image of what this product/service will look like.

**Step 3: Create your Infographic**

* Use Canva or Piktochart to create your infographic. You’ll have to make an account on these sites.
* Your infographic will need a title.
* It must be in colour and look visually appealing.
* Your information needs to be organized and professional.
* Make sure to include a mock-up of your product/service.

\*\*Remember to use your time wisely and turn your infographic in on time.

**Due Date: April 11, 2024**