**Independent Practice Assignment Sheet**

**#1 Possible New Product Success Assignment**

Divide the class into teams (two students per team). Ask teams to develop a new product that members believe will be very useful for students at their school. Each team must develop a questionnaire for potential consumers of this product to gauge their interest. The teams must survey at least 50 students from their school to complete the questionnaire. Each team must tabulate the results to determine if the product is a good idea and write a report to support the idea. This project will be evaluated using a related rubric.

**#2 Business Expansion Decision Assignment**

Tell students that their family-owned business processes and sells grape juice to food distributors. In order to grow, the business needs to expand its product line. Apply the six market research steps to help determine an additional product for your business. Record the market research steps with text and illustrations on a decision-making mural. This project will be evaluated using a related rubric.

**#3 Zip Code Life Styles Assignment**

Select a zip code in the United States. Then conduct research about the demographics for that zip code. Write a paper that describes the demographics and lifestyle for the zip code. The report should also include pictures to further describe the population and the related lifestyle for the zip code. This project will be evaluated using a related rubric.