**School Blue Jeans Project**

Directions: You have been selected to launch a new line of blue jeans at that represent your school. Create a 5-question survey to distribute to 10 of your friends. After you receive the findings, present a 5-slide presentation on the kind of blue jeans you would like to launch in your school. Make sure to tie in the findings from the survey into your reasoning for creating the product.

Survey:

5 Questions (Make up 2 of your own questions)

* What color/cut does the customer prefer?
* How much do they normally spend on jeans?
* Where do they buy jeans?

Presentation:

1. Slides
   * Announce New Product Idea
   * Findings of Survey
   * How much should they cost?
   * Where should you sell them?
   * What is your target market?