

## Group Project Worksheet

**What is your product name?**

***VISIONS***

**What does it do?**

It replaces the normal glasses that people wear. Our visions comes with the prescription you need, enabling you to see well and look fashionable.

**What does your product look like (what is the design)?**

It has a sleek Titanium frame with thin flattering lens' and logo to identify ourselves.

**How do I know your product is good quality?**

It is made from high quality flexible titanium which, is durable anyway you flex it. The lens' have been through many quality tests to meet our high expectations.

**What are the features and benefits about your product?**

Our glasses are very sturdy yet, fashionable. They are suited for any occasion ranging from casual wear to formal wear.

**How much is your product? \$500**

**Where can consumers buy your product?**

Consumers can buy our products in our own branch stores or order online from our website.

**What are some of the promotions that you are running for your product? Describe.**

10% off our products if you have purchased our product before.

**Who are you intending to sell the product to? (Age, gender, lifestyles, culture..etc)**

Our target consumers consist of age's 15-50. Mainly the wealthy, and young-at-heart society of the city. Offered to all genders, races and personalities . Our glasses are used mostly for casual wear but, we also have a line of sports wear goggles.

**How are you fighting against the competition?**

We are offering free eye exams, and a bundle that includes the lenses and the frames. Our glasses are nothing like others. We only use the finest materials such as flexible titanium and diamond studded frames.

**How are you going to market your product?**

We are going to market our product in coffee shops around the world and then relocate in the downtown area when we get popular.