

LEGO Proposal Details

Remember the following grading was provided at the start of this project:

Executive Summary	15 points	(1-2 Pages)
Market Research	15 points	(2-4 Pages)
Design Issues	20 points	(2-4 Pages)
Consumer Instructions	30 points	(5-9 Pages)
Quality of Overall Proposal	20 points	

Executive Summary

Executives need a quick overview of documents, especially long reports and proposals. An executive summary is short, usually one to five pages. A summary should never be more than ten percent of a document and the more concise it is, the better.

Because executives are in a hurry, making use of tables, charts, and other visuals can be effective. Visuals can emphasize trends better than words, for example. Using color can also increase summary effectiveness.

Executives have basic questions:

- How much will research and development cost? (Cost to market)
- How much will the resulting product return on investment? (ROI)
- How will the product improve our branding and overall image?
- Do we have the resources to risk? (Resources include employee time.)
- What are the risks of this product compared to others we market?

Market Research

The market research attempts to predict ROI and the branding affects of a product. The research should determine such factors as potential demand and potential competition. Knowing the competition is key to forecasting success because research should find both current trends and potential openings in the market. Openings, with little competition, are an ideal place for new products.

Marketing is expensive. The research before a product is developed can take months, sometimes more than a year. The questions that must be answered include:

- What products are currently in demand?
- What product is desired, but might not exist?
- To whom will we sell this product? (Why?)
- What will the promotional expenses be?

Design Issues

The design issues within a marketing proposal explain what manufacturing challenges can be anticipated. These range from legal complications to raw material costs. Design issues vary by industry, so there is no easy checklist. Some basics might include:

- What could affect the manufacturing costs? (Oil prices, employees, etc.)
- What new parts will have to be designed, tested, and approved? (Even a new color has to be tested for such attributes as “fade resistance.”)
- What pieces might pose a legal risk? (Choking hazard, electrical shocks, etc.)
- What is the manufacturing cost for the product, including packaging?