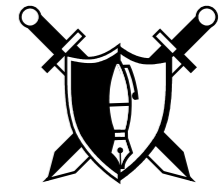


# Product Analysis



## What to include:

Product Analysis (Primary research 3): Pick two existing products which is similar to the one you are going to produce and analyse them fully. You can also analyse the two products against each other to see which is best.

More info: See your revision guide page 29 (Product analysis)

- o Describing the product, whats its function?
- o Is there any important information on the packaging?
- o Who will use the product; break them down into age, sex, target group, social economic group, likes, dislikes, etc?
- o Explain the need for the type of packaging; does it protect, preserve, etc?
- o Do we use this product only at certain times if so why? E.g. Christmas, birthdays, etc.
- o What industry manufacturing processes where used within this product? E.g. digital printing, embossing, laser cutting, etc.
- o Where is the product to be sold?
- o Where is the product used?
- o How much does it cost?
- o How safe and hygienic is it?
- o Environmental issues.
- o Try comparing one product against another? E.g. Monopoly against Cluedo for example.

## Sheet 8

### Example:

Smaller photos with colourful borders to make them eye catching

Title in large bold font



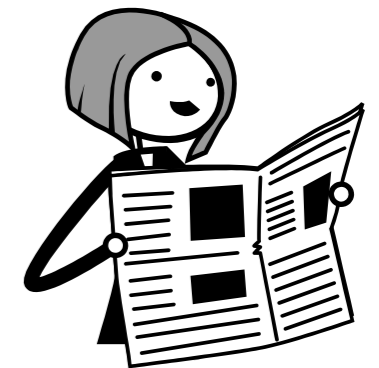
Barcode and price

Main Photo Showing band holding their name. Very large fills up whole front cover. By showing the band

Competition in yellow circle, makes it stand out

Different Headlines in different sizes but all the same fonts, some have glows in different colours to make them stand out.

## Fred Blogs Magazine Game Project



More News