

## **Business Products and Marketing**

*Summary:* How many products/materials are in your backyard/neighborhood?

*Age Group:* Full Family Activity


*Materials:* Nature, sidewalk chalk, or paper & crayons

*Instructions:*

Businesses are created based off of and often use resources easily found in their region. As a family, go on a walk or look in the yard. Collect ideas or things from nature that could be used as products or to make goods, such as sticks, stones, trees, etc. As a family discuss ways to use the items. In collaborating, you may decide on other ways to use the items. Here are some questions to discuss:

- Are you selling the item directly to customers or to businesses for manufacturing/production?
- Who are the possible customers? Be creative (humans, animals, businesses, etc).
- How would you market/advertise to customers?
- What is a fair price for the items?

*Extension:* Use sidewalk chalk if available and draw products. Design business logos or packaging. Draw advertising in newspapers or billboards, etc. Once inside you can research the items and see if they are used in any products currently produced. As a family, discuss your findings.



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