As the owner or marketing director for your business, you will decide what features your product or service should have in order to be competitive. Then, determine what value each of those features provides to your customers. This value is the benefit associated with the feature.

This section of the Marketing Plan has **TWO** parts, both of which are required.

**Part One - Product Description**

Describe the product or service in detail. This is NOT a sales pitch. Do not use this section to promote or advertise the product; this is a factual and objective description of the product. The style of this assignment is similar to an instruction manual; in other words, “just the facts.” For the Product Description, include the following:

- Name of the product or service
- What it does
- How it works
- What it looks like
- Key design elements
- What makes it special or unique

Note: For services, adapt the above list to fit an intangible product. The concentration will be on what services you provide for your customers.

The benchmark for determining if the Product Description is done correctly is to have another individual read it, and then describe the product verbally. They should be able to accurately describe your product.

The Product Description portion of this assignment must be 2-3 pages in length in APA format.

**Part Two - Features and Benefits**

For this part of the Product Description, identify the Features and Benefits of the product or service. This will be done in a table, listing no less than five features of the product or service, with at least **TWO** customer benefits for EACH of the features.

View the [Marketing Plan: Product Description Example](#) to view a sample of this assignment and to get an understanding of what your Features and Benefits table should look like.

Include the Features and Benefits table in the same document as the Product Description. For this part of the assignment, correct spelling, grammar, and punctuation are required.

Submit the Marketing Plan: Product Description to the Dropbox **no later than Sunday 11:59 PM EST/EDT of Module 2**. (This Dropbox basket is linked to Turnitin.)
<table>
<thead>
<tr>
<th>Criteria</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
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<tbody>
<tr>
<td>Punctuality</td>
<td>On time.</td>
<td>10% for each day.</td>
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<tr>
<td>Grammar</td>
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<td>Length</td>
<td>Full points for meeting the length requirement.</td>
<td>10-point deduction for 75%.</td>
<td>30-point deduction for 50%.</td>
<td>40-point deduction for 25%.</td>
<td>50-point deduction for less than 25%.</td>
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<tr>
<td>Content</td>
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<td>10-point deduction for 75%.</td>
<td>20-point deduction for 50%.</td>
<td>30-point deduction for 25%.</td>
<td>40 points and up for missing content beyond 25% of what is required.</td>
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