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You are the marketing consultants for \_\_\_\_\_ (BCHS club/sport).

Your role as marketing consultants is to provide fundraising assistance. You will conduct marketing research, using primary and secondary data, to select a product to sell at The Spot, BCHS student store. The product can be a new or existing product - buy it or make it. It should be different than other products currently sold at The Spot. Once the product is selected you will also make pricing and promotional decisions. Your selected product (after being approved by Mrs. Coots, the BCHS club/sport, and BCHS administration) will be sold at The Spot during the third quarter (January 4 – March 12 / after winter break until spring break). Competitions will take place between pairs of marketing consultants in each marketing class. Prizes will be given for the greatest profit, most sold, and more!

Secondary Data	Primary Data

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What is the purpose of your BCHS club/sport?

For what would they use funds raised?

What fundraising have they done in the past?

How successful has their past fundraising been?