



A new product

For sales in the souvenir shop to expand, the football club has to continually think of new products that they can introduce. Imagine that you have been given the job as Chief Product Designer for a football club and now have to think of a new product that can be introduced and sold in the souvenir shop. The directors have not given you any guidance about what the product is, therefore it is completely up to you. For example, it could be an item of clothing, it could be something for the bedroom range or gift range (mugs, pens, badges etc.) or it could be something completely different and new.

Before you decide what your new product is going to be, you must think about the following:

- What will the new product be called?
- What will it be used for?
- How much will it cost?
- Is it aimed at a particular age group e.g. children?

Once you have thought what your new product is going to be, write a short description of it in the space below. You will also need to include a drawing or rough sketch of the product that you wish to introduce.
