Unit 4

**Activity 4-1 Product**

**Directions:** Complete the following exercise to describe the features and benefits of your product or service.

1. List each product or service you will be marketing and describe each.

<<Place Answer Here>>

2. Complete the following features and benefits chart. If you have more than one product or service, create additional charts. Add as many lines as necessary.

Product or service name: <<Place Answer Here>>

|  |  |  |
| --- | --- | --- |
|  | **Feature** | **Benefit** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

3. Write your Unique Selling Proposition (USP) that you created earlier.

<<Place Answer Here>>

4. Describe the unique experience the customer has when they interact with your company.

<<Place Answer Here>>

5. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity4-1.docx (i.e., JohnSmith\_UnitActivity4-1.docx).