



Challenge Activities

New Reef HQ Product Line

Challenge

Come up with the best seller.

Attractions such as Reef HQ are always looking at launching new products to better attract clientele to the aquarium.

During your time at Reef HQ, investigate the products that are currently available to clientele. Your challenge is to develop a new product line for Reef HQ.

Product Outline:

Marketing

Price	Promotion	Place	People

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

