

**1. Select the product category for introducing the new product and also explain the reasons for selection. 5**

**Answer:**

I will diversify my investment in the baby milk. It is in the both form both liquid and powder form. Because it is very effective all the time and running product. After meeting the international standards. I can also business it internationally level. It is operation is just like the existing business not as same but little bit so it's easy for me to handle it.

**2. Suggest the brand name for the new product. 2**

**Answer:**

I would suggest the "Milko"

### **3. How brand name can help in improving brand awareness? 3**

#### **Answer:**

It is defiantly improve the brand awareness. Because if we producing the standard products so after some time our brand are able to get the strong position in the customer mind. So when they are in condition of chosin he will always prefer our products.g

### **4. What will be your target market? 2**

#### **Answer:**

Target customer are obviously child. I will produce the product according to the child. We can create different taste for them. But they are our consumer not a customer. Our customer are their mothers so we targe them also.

### **5. Create USP (Unique Selling Proposition) for the new product. 3**

#### **Answer:**

**“Buy our milk, and grow you baby into child soon”**