



Planning for Profit

Mariah

The product to be sold

Chicken Nuggets





Description and features of the product

Crispy on the outside and juicy on the inside, made with 100% all-natural* ingredients.

*(*Minimally processed. No artificial ingredients.)*

(Tyson.com)



Warranty and service

Chicken nuggets have no warranty because they are inexpensive. If there is a problem with the product, calling the store and asking for a refund is usually all it takes.



Target market and probable customers

Probable customers are people who are living on a tight budget, such as teens and young adults, and children. Many parents buy them for their kids



Distribution method

They are sold to grocery stores from the production companies



Promotional strategies for your product

Commercials are commonly used for this product. They appeal to children, their primary target audience.



Competitors

Competitors usually consist of other chicken nugget brands and similar products such as chicken tenders or strips.



Websites used

<https://www.tyson.com/products/chicken-nuggets>

<https://www.walmart.com/ip/Tyson-Chicken-Nuggets-32-oz/16777526>