Example of Product Summary Sheet

Contestant Name: Jane Doe

FFA Chapter: Platteville FFA

Product to be sold: Carhartt Jackets

Representing Company: Tack & Western Wear Store

Statement of Situation:

A customer enters a store looking to purchase a durable work coat. The customer wants to use the coat feeding animals and doing other routine ranch chores, plus be dressy enough for wear in town. In the past, the customer has purchased from other competitors, but their coats have had problems with seams ripping, pockets tearing and colors fading.

i. Who is customer?

ii. Why would the customer want the product?

iii. Who are the major competitors selling a similar product?

Features of the Product:

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits to Customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triple stitched seams</td>
<td>Seam will not rip</td>
</tr>
<tr>
<td>Pocket corner rivets</td>
<td>Pockets will not tear</td>
</tr>
<tr>
<td>Fade resistant dyes</td>
<td>Colors will not fade</td>
</tr>
</tbody>
</table>

Warranty:

One year warranty on materials and workmanship

Services Available:

Store hours: 8 to 5 Monday through Friday,
9 to 4 Saturdays

Price:

Prices range from $65.00 to $119.00 depending on the type of jacket.

There are numerous competitors, but none have the quality or warranty of Carhartt Jackets.

Competitors Information

Examples of competing products and their prices:

Walls coats/jackets: $55.00 to $120.00
Wrangler coats/jackets: $40.00 to $115.00