

AGB 309 Final Presentation

For this final project you must devise a new sales strategy for your assigned winery. A successful sales strategy will

- 1) Discuss the winery and its products
- 2) Details its current sales plan and target customers
- 3) Highlight the weaknesses of the current strategy
- 4) Explain and justify the new sales plan

Your submission should include an 8-10 page (not including works cited) sales plan and the slides for a 10 minute presentation. These two pdf documents must be uploaded to PolyLearn by one of your group members two days before the final presentations.

You will be graded on

Sales Plan

- Fully and clearly explains the winery and its operations
- Highlights the winery's products
- Details the winery's current sales strategy
- Describes the current target customer segments
- Discusses any weaknesses or potential opportunities
- Has a well-written power statement
- Lays out your suggested sales plan
- Includes any expected changes in targeted segments or the marketing mix
- Defines goals, expected outcomes and how they will be measured
- Document is well-written, organized and proofread
- Uses colors, fonts, graphics and charts/figures effectively

Presentation

- Each group member has equal speaking roles
- Oral presentation skills (no reading off slides etc.)
- Non-verbal presentation skills (body language etc.)
- Presentation flows well
- All relevant information included
- Slides are well designed
- Slides are proofread
- Creativity
- Ability to answer questions