**Task 3**: **Produce a design for a business challenge** **(LO 3 - 6 marks**)

**Draft Design of the New Product**

(provide at least 2 draft designs of your proposed product for ‘Progress Ahead’ business) – this is the type and design of hat which many people prefer to buy according to your research findings. You can design them using any of your preferred software (Corel draw, adobe Photoshop, etc.)

**Strengths of the designed products in relation to the chosen customer profile**

(why do you think that the proposed product design is good and suitable for your target customers?)

Note; the customers here are the group of people that you identified through your market research)

**Weaknesses of the** designed **products in relation to the chosen customer profile**

**(***What features of the product design do you think that might make the proposed target market not to buy that proposed hat***)**

**Note: (you have to assess (strengths and weaknesses of) the 2- 3 product designs you have produced)**

**Proposed product design for the business challenge**

* Which of these draft design ideas above is the best for the business proposal, and why?
* How does your selected choice on the best draft design support your research findings? (your reason must come from findings in the market research. *(E.g- think of cost of production, customer preference, is it easier to make? Is it non-seasonal? Does it look more attractive? Etc.)*
* Annotate your most preferred draft product design (to show those features that meet the needs of people based on information from the market research) for example, For example, if many people in questionnaire indicated that they will like to buy a casual hat with leather material, cotton lining, small accessories such as ribbon, and pink colour, you must annotate these features in your selected draft product design.