

Marketing Mix - Team Activity

Video Game Center

SCENARIO: You and your team are developing a video game center in our town. The main feature will be state-of-the-art climate-controlled video game bays.

YOUR TASK: In addition to the video game center bays, you want to offer more entertainment options... but what should you offer?

Step 1: Describe your **TARGET MARKET** (age, gender, AND income)

Step 2: Select 2+ additional entertainment options (**PRODUCT**)

Step 3: State where will you put the facility and why (**PLACE**)

Must be in the same town as your school

Step 4: Select pricing for at least three activities and at least one deal (**PRICE**)

Step 5: Describe how you will advertise your new business (**PROMOTION**)

NOTE: All work should completely match your chosen target market.

IDEAS for ADDITIONAL ENTERTAINMENT OPTIONS:

- Restaurant
- TVs
- Fire Pits
- Snack Lounge
- Gaming Area
- Mini Golf Course
- Private Meeting Spaces (small or large groups)

REQUIRED to MEET EXPECTATIONS:

- Completed slide deck presentation, professionally formatted (use template)
- School appropriate business name
- A map showing your chosen location

ENHANCEMENTS to EXCEED EXPECTATIONS:

- Group pricing / party packages
- Pricing based on peak vs. not peak times
- Example of promotion (magazine ad, radio script, flyer, billboard, etc.)