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| **WE ALL SCREAM FOR ICE CREAM!**  **MARKETING MIX WEBSITE COMPARISON** | | | |
| For this project you will go to three websites and fill in the answers to the questions regarding the Marketing Mix for each company. The websites are:  http://www.graeters.com/  http://www.mayfielddairy.com/  <http://www.benjerry.com/> | | | |
|  | **Graeter’s** | **Mayfield**  mAYFIELD | **Ben and Jerry’s**  **Ben and Jerry's** |
| **Product**  (in detail describe packaging) |  |  |  |
| **Product**  What are the company’s specialty flavors? (Example: year round, core flavors) How many flavors are in each? |  |  |  |
| **Product**  Does the company sell other dairy productsbesides ice cream? If so list a few. |  |  |  |
| **Product**  What is the company’s slogan? |  |  |  |
| **Product**  List any new flavors that are in stores or coming soon. |  |  |  |
| **Place**  Where are the dairies, that make the ice cream located? (City & State) |  |  |  |
| **Place**  List three stores where you can find this product? |  |  |  |
| **Place**  How is the ice cream transported to the stores? |  |  |  |
| **Price**  How much does each product cost? (1/2 gallon & Pint)  You may have to fill in this question later by researching prices at a store. | Pint:  ½ Gallon: | Pint:  ½ Gallon: | Pint:  ½ Gallon: |
| **Promotion**  How did you like the website? List two strengths and two weaknesses of each | Strengths  Weaknesses | Strengths  Weaknesses | Strengths  Weaknesses |
| **Promotion**  Does the website offer any coupons? Specify if there are special requirements to receive the coupons. |  |  |  |
| **Promotion**  Where are the company’s tour facilities located? Besides, witnessing how the ice cream is made what other experiences will the visitors have during the tour? |  |  |  |
| **Promotion**  List the names of some of the receipts located on the website? |  |  |  |
| **Promotion**  What causes or charity does the company support? |  |  |  |
| **Promotion**  What games or fun facts does their website offer? |  |  |  |