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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 | StrengthsWeaknesses | StrengthsWeaknesses | StrengthsWeaknesses |
| **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?  |  |  |  |