

Name:.....

Date:.....

**Practice Test question: Use workbooks 202 & 203 to help you complete**

Cole works in beauty product development. He has been asked to develop a new retail line for a large chain of beauty salons.

Discuss the factors to consider when designing and developing a new product for market.

This question is worth **12 marks**, use your knowledge from 201, 202 & 203

Approach this question by considering the key factors:

**Financial factors:**

- The state of the economy
- Viability of the products
- Types of businesses and the services they provide to understand the target market
- Pricing structures

**The use of design in marketing:**

- Suggested types of design appropriate to marketing the new product
- Brand logos
- Promotional materials

**Ethical and social factors:**

- Animal testing and it's alternatives
- Factors concerning social diversity
- Factors concerning cultural diversity

**Legal requirements**

- To ensure the products are fit for purpose/Sale of Goods Act
- To ensure the products are safe for use-Cosmetics Product (Safety) Regulation
- To comply with Trades Description Act when describing/advertising to ensure satisfactory quality fits its description
- Labelling of products and ingredients

**Technological developments:**

- Recent developments and how the new product fits into the market

**Product ingredients:**

- The function and benefits of the new line
- Avoidance of known allergens