

WE ALL SCREAM FOR ICE CREAM! MARKETING WEBSITE COMPARISON

For this project you will go to three websites and fill in the answers to the questions regarding the Marketing Mix and the functions of marketing we have covered for each company. The websites are:

<http://www.mayfielddairy.com/>
<http://www.bluebell.com/home./>
<http://www.benjerry.com/>

	Blue Bell	Mayfield	Ben and Jerry's
			
<u>Product</u> (describe packaging)			
<u>Product</u> How many flavors does each brand offer?			
<u>Product</u> Does the company sell other products besides ice cream? If so list. (not counting T-shirts or anything with the company name on it)			
<u>Product</u> What is the slogan?			

<p><u>Product</u></p> <p>Does the company identify its top flavors? If so, list the most popular flavors.</p>			
<p><u>Place</u></p> <p>Where are the dairies that make the ice cream located?</p>			
<p><u>Place</u></p> <p>What stores are these products sold in?</p>			
<p><u>Place</u></p> <p>How is ice cream transported to the stores?</p>			
<p><u>Price</u></p> <p>How much does each product cost? You may have to fill in this question later by researching prices at a store.</p>			

<p><u>Promotion</u> How did you like the website? List strengths and weaknesses of each</p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>
<p><u>Promotion</u> Does the website offer any coupons?</p>			
<p><u>Promotion</u> Does the company provide a tour of its facilities? Take one tour of each company. Rate the tour from 1-10</p>			

<p><u>Promotion</u></p> <p>Does the website include recipes?</p>			
<p><u>Promotion</u></p> <p>Does the company support any causes or charity?</p>			
<p><u>Promotion</u></p> <p>Does the website offer games? If yes, List the types of games offered- then rate them on a scale of 1-5 for amount of fun. 1 being <i>boring</i> 5 being <i>really fun!</i></p>			