

ThreadMeister

NAME _____

DATE _____

Directions

You are in charge of new products at the clothing company ThreadMeister. The company is making plans to design and release a brand-new product. Analyze the consumer-data table below to decide what type of product it will be (jacket, shoes, hat, pants, shirt, or something else) and what details it will include. Then draw or paste in a picture of what your product will look like.

Part 1: Consumer Data

The data shows ...	What might this mean for your new product?
Most customers come to ThreadMeister to buy jackets.	
Many ThreadMeister customers also shop for hats, scarves, and boots.	
Most jackets that are bought in general are dark in color: blue, black, or charcoal.	
The majority of ThreadMeister customers live outside of cities and in colder climates.	

Part 2: Draw or Paste In Your Product



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