

# FAILED CONSUMER PRODUCTS

Visit the following web page:

<http://www.walletpop.com/photos/top-25-biggest-product-flops-of-all-time/>

- Pick one of the failed products. Let your teacher know which product you will be reporting on as no two students should work on the same product!!! First come, first serve...
- In MS Word, paste a copy of the failed product.
- Answer the following questions, underneath the picture:
  1. What is this product? (Describe it)
  2. Who was the intended audience for this product? Which customers were they aiming for when they created this product, in your opinion?
  3. Why do you think this product failed?
  4. What would you have done differently to make this product successful?

Print and share/turn in as directed by your teacher.