**NEW SHOE ACTIVITY (100 Points)**

**Grade Replacement Project - This is not mandatory**

**DUE DATE**: – Monday 10/30 No Exceptions!

**PURPOSE**: To understand the importance of product differentiation

**DESCRIPTION**: This activity focuses on what companies must do to compete in a monopolistic competition arena. In case you don’t remember, in monopolistic competition, there are many firms with similar but not identical products, thus product differentiation is essential. You are a designer for a new shoe company and have been asked to create a shoe for your company. The owner wants you to create a shoe that is unique in look and functionality but looks attractive to the eye. You will need to draw an actual design of your shoe, showing its unique details. **BE AS CREATIVE AS YOU CAN BE!** You will also need to include the following information (on the back of the poster board): (1) What is the name of your shoe, (2) Who does your shoe target (ie, runners, football players, basketball players, etc.), (3) How much does your shoe cost to make, (4) How much will you charge for your shoe (keep in mind you must be competitive with other shoe companies), (5) What is the logo for your shoe and finally (6) Slogan for your shoe

**NEW SHOES GRADING RUBRIC**

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| **CATEGORY** | **POSSIBLE POINTS** |
| Drawing of the shoe | 15 |
| Name of the shoe  | 15 |
| Who the shoe targets  | 15 |
| Cost of your shoe to make | 15 |
| Cost of your shoe to purchase  | 15 |
| Logo included (on shoe or separate drawing) | 15 |
| Slogan included (on the front of poster board) | 10 |