**SELLING TO FOREIGN COUNTRIES**

Now that you have completed your car, you are going to turn it into a toy that could be sold to one of Canada’s trading partners (i.e. the country that you are studying in social studies). You will want to choose a creation that you think suites the culture or some aspect of the foreign country. It could relate to:

-The environment (animals, landscape)

-Cultural interests (sports, famous people)

-Food

Once you have come up with a creation, you will transform your car using any materials necessary. It’s entirely up to you! However, it should be neat and attractive in order to lure the buyer!

Be sure to choose a target group. For example, is your product aimed at boys? girls? movie buffs? adults? sports fans?....This should be clear and you will be expected to explain this during a brief presentation.

**PACKAGING:**

Once the car is complete, you will need to construct an attractive, neat packaging that will lure the customer to that product. You may even want to use GOOGLE TRANSLATE so that some of your packaging is in the language of your country (e.g. English and Swedish).

You will want to use some tricks that companies use to market toys. For example,

-Motto

-Graphics

-Feature bubbles

*...And many other advertisement strategies we discussed earlier*

Research what other toys use and try to use those same tactics! Remember to choose an age group that you are targeting and stick to that!

When designing your package, be sure not to make it too big. Packaging costs money and makes it more expensive to ship. If your toy is big, consider having parts that the buyer would have to assemble so that you can minimize packaging.

**For every cm3 , your packaging will cost 2 cents.**

After completing the packaging, you will describe the following on a piece of paper (handed in with your finished toy product)

1. How you found the volume of the package (your packaging should be made up of shapes that you are familiar with)
2. How much each of your toys would cost to package and ship if they were produced in real life!

**CO-CONSTRUCTED CRITERIA:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Level 4** | **Level 3** | **Level 2** | **Level 1** |
| **Product Choice and Explanation** | **Choice is clearly thought through and matches the countries identity (e.g . culture). Explanation is carefully thought through and amazingly done!** | **Choice is well thought through and matches the countries identity (e.g . culture). Explanation is thought through and well done!** | **Choice is somewhat thought through and sort of matches the countries identity (e.g . culture). Explanation is not clear and doesn’t make much sense** | **Choice is not thought through and doesn’t matches the countries identity (e.g . culture). Explanation is poor.** |
| **Marketing Tools/Strategies (Target Buyer)** | **At least 4 different marketing strategies are used. Target audience is clear.** | **At least 3 different marketing strategies are used. Target audience is clear.** | **At least 2 different marketing strategies are used. Target audience is somewhat clear.** | **At least 1 marketing strategy is used. Target audience is not defined.** |
| **Packaging (Complete and Neat)** | **Packaging is extremely well done. The toy fits perfectly into the packaging. Packaging is unique. Toy is modified to fit the package.** | **Packaging is well done. The toy fits nicely into the packaging, but there is a little empty space. Packaging is unique.** | **Packaging is uneven. The toy is too small for the box.** | **Packaging is disorganized and box is way too big for the toy. Sloppy job.** |
| **Math (Volume and cost)** | **Has an extraordinary explanation of how the volume and cost was calculated. Cost is minimized.** | **Has an good explanation of how the volume and cost was calculated. Cost suites country.** | **Has an poor explanation of how the volume and cost was calculated. Cost is far too great.** | **Did not show their work and could not figure out the calculation.** |