**Designing the Dragon Student Store**

**The Dragon Student Store**

Create the following:

1. A name and logo for the store.
2. A brainstormed list of 50 product ideas and/or services.
3. 20 diverse products. There must be depth and breadth. (No more than 3 of the same type of product.) All products must meet school standards. Ie. Dress code and/or merchandise that can be used on school property. Must include products from each of the representative categories below:
   1. Staple Goods
   2. Fashion Goods
   3. Seasonal Goods
   4. Service
4. All products must have an estimate for what they would cost to make (use internet research to the best of your ability…this is where I would come in to help when we actually open the store but do your best for not) and what you would sell them for.
5. Create endorsement sheets for your 5 best products. You must include a picture of the product and pricing. Get 50 signatures from people saying they would purchase your product.

You will find high-quality school logos at <http://rrhs.ss4.sharpschool.com/about_r_r_h_s/the_dragon>

Make sure your product ideas are complete, attractive, enticing to potential customers, neat and well organized. Have fun.