

Products in America

Research Assignment

Select a retail product to research. You may not research the same product as anyone else in class. See website for a list of ideas.

The product you select must meet the following criteria:

- Must have been in existence for 25 years or more.
- Must be sold nationally in retail stores or by door to door sales representatives in the early days and now available in retail stores.
- Must have been developed/produced for sale by an American company, even if the originator was an immigrant to America.
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You must answer the following questions:

- Who is the inventor of the company, what is his/her background? If credit is not given to a particular person then explain how the product came to be originated.
- Is the inventor still alive? Is he/she still involved in the day-to-day operation of the product? If not still living, when did he/she die? Who took over the product's protection? Are they related?
- Why did he/she invent the product? Who were his/her influences? Example: L/L. Bean invented hunting boots that are water proof because he was a hunter and did not like getting his feet wet.
- What was the concept of the product originally? G.I. Joe dolls were developed for boys to play with but it was decided to call them action figures since they were to be sold to boys instead of girls.
- Is the primary product still the same as when the product began, or has time changed the product? For example: Crest toothpaste started out as one product, now it comes in a variety of flavors and types.
- Where was the first store located that carried the product? If that is not known, then where was it originally sold?
- Is this product credited with being the first in its field or discovered by accident?
- What types of stores sell this product? Give a general listing of stores. Do not just say department store or jewelry store.
- What is the overall quality and price range of the product? Budget, moderate, expensive?

After you finish gathering your notes from the research time, type your report (double spaced normal sized font-12 pt) including a cover page with the name of the product on the cover page as well as your name, class period and date. If possible, put the logo on the cover page.

Your report should be in paragraph format with a title line other than just the name of the business. For example, "Slinky Walks Down Stairs by Itself". Also include a 'Works Cited' page (bibliography) and an appendix with any photos or charts you might have been able to collect in your research. For example: photo of the inventor(s), pictures of the product, etc.

Before you turn in your report, re-read it yourself and make sure your grammar and spelling are correct. Also be sure to check it against the rubric to be sure that you meet all of the necessary criteria. If you use a list of milestones in the product's history, use bullets and list in chronological order. You may insert illustrations or pictures within the text portion of your report, but the overall text report must be 1 ½ pages in length. You can't just write a little and then use big pictures.

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Rubric

Criterion:	No Attempt	Attempt	Acceptable	Exceeds
1. <i>Products are 25 (+) years old</i>	0	4	7	10
2. <i>Products are sold nationally</i>	0	4	7	10
3. <i>Included inventor's background</i>	0	5	10	15
4. <i>Original concepts of product included.</i>	0	5	10	15
5. <i>When, Where, Who info on product origin included</i>	0	5	10	15
6. <i>General listing of products in line</i>	0	1	3	5
7. <i>Logo on cover page or in report</i>	0	1	3	5
8. <i>Report is required length</i>	0	1	3	5
9. <i>Report includes cover page</i>	0	1	3	5
10. <i>Grammar and spelling</i>	0	4	7	10
11. <i>Creative title used for report</i>	0	1	3	5

Teacher Comments: