

TASK DETAILS	
Title	DEVELOPING A PRODUCT/SERVICE DESCRIPTION
Type	TEAM
Activity Stage	PROCESS BUSINESS
Department	MARKETING
Duration	1x SESSION, 2 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	Product and Service Description

INTRODUCTION

A product or service description is more than just technical information; it serves as a key communication tool to reach potential customers. An effective description can boost purchase interest, differentiate the product from competitors, and strengthen brand image. Therefore, it is crucial for a company to craft descriptions that are informative, engaging, and aligned with its branding strategy.

No	ACTIVITY
1	<p>Discussion and Product/Service Selection</p> <p>Marketing and Product Development Chiefs will collaborate to determine the company's list of products or services. For each product/service, identify:</p> <ul style="list-style-type: none"> ○ Type ○ Variants (colors, sizes, features) ○ A unique and memorable product name <p>Ensure the chosen products/services are relevant to the target market and based on feasibility analysis.</p>
2	<p>Writing the Product/Service Description</p> <p>Once the products/services have been finalized, use the template below to craft the descriptions:</p> <ol style="list-style-type: none"> 1. Product/Service Name: 2. Category: e.g., fashion, educational services, food 3. Target Consumers: e.g., teenagers, parents, students 4. Variant Specifications: size, color, material, features, service types 5. Price: as determined in coordination with the Finance Department 6. Unique Selling Proposition (USP): what sets this product apart from competitors? 7. Product Benefits: how does this product solve customer problems? 8. Tone of Language: formal, casual, persuasive, or professional—tailored to the target market 9. Images/Visuals: use original photos (if available) or edited images from royalty-free sources (pexels.com, unsplash.com)

3	<p>Simulation & Consumer Feedback</p> <p>Create 1–2 initial product descriptions. Gather feedback from team members outside Marketing or from “potential customers” within the school. Revise the descriptions based on feedback received (e.g., are they engaging? easy to understand?).</p>
4	<p>Interdepartmental Coordination</p> <p>Discuss and finalize the product/service list with the CEO. Coordinate pricing and feasibility with the Finance Department. Submit the finalized descriptions to the IT/Design Department for the creation of e-brochures, banners, and social media posts.</p>
5	<p>Internal Presentation</p> <p>Share the final product/service descriptions with the entire company team (via a brief presentation or discussion forum) Use this opportunity to highlight product uniqueness and the planned marketing approach.</p>

REFERENCE

Hubspot: How to Write a Product Description

Shopify Product Description Guide: <https://www.shopify.com/blog/product-description>

Website penyedia gambar: pexels.com, unsplash.com

TASK TEMPLATE

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