**International Marketing**

**Product Development Activity**

Scenario: You are the new Marketing Manager(s) for Frito Lay Canada and have been appointed to find a new Market for an exciting new flavour of potato chip.

**![C:\Users\Christina\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\RDPL2Y34\LAYS_Salt_Vinegar_Potato_Chips[1].gif]()**

To Do:

Post your marketing decisions about your chips:

1. Name
2. Flavour
3. Country
4. Image (can be a picture, advertisement, and/or logo)
5. Brief explanation of why it will appeal to your market

Post as a comment at [http://www.brincatblog.weebly.com](http://www.brincatblog.weebly.com/)

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Class will vote on best Chip