

6. Choose one of the following categories and use the library and Web to assemble as much information as you can about the product category: who uses it, what the industry trends are, what the top brands in the market are, how the product differs from competitors, how the product is used, and where the category is headed in the future.

Adult Personal Care

Toothpaste
Mouthwash
Shampoo
Personal-care soaps
Hand and body cream
Deodorants or antiperspirants
Electric shavers

Remedies

Athlete's foot remedies
Indigestion aids

Household Supplies

Cleaners
Glass cleaners
Fabric softeners
Charcoal
Air freshener sprays

Baked Goods, Snacks, and Desserts

Frozen yogurt
Frozen desserts
Cookies
Crackers

Meat and Prepared Meals

Frozen pizza
Mexican foods
Prepared dinners

Beverages

Instant iced tea
Energy drinks
Bottled water and seltzer

Soup, Fruits, and Vegetables

Canned or jarred soup
Flavored or seasoned rice