

Creating Storyboards

**Statement from
outline**

We recommend introducing Star to the
young-adult market for these reasons:

Visual

Sales outlook is
positive

Cost of
entry is low

Profit potential
is high

Introduce Star
to young-adult
market

Transition

Let me explain why the sales outlook is
positive

Creating Storyboards

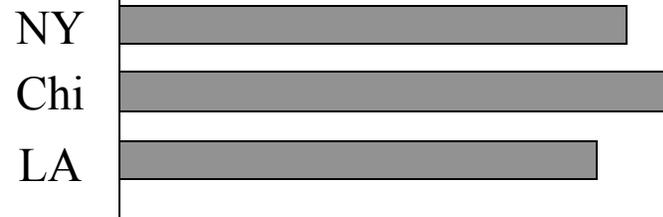
**Statement from
outline**

Young adults want Star

**Market test shows Star
appeals to young adults**

Visual

Degree of appeal →



Transition

→
A market is only as good as the spendable
dollars in it

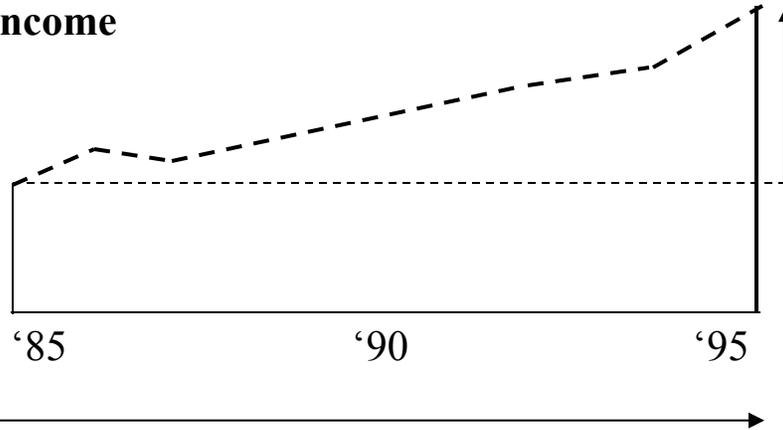
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**Statement from
outline**

Young adults can afford Star

Visual

**Young adults have increasing disposable
income**



Transition

The sales outlook is not only positive; the
cost of entry is low

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**Statement from
outline**

Star will require only a small investment in
new packaging

Visual

Transition

To launch Star in the new market, we need
advertising

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**Statement from
outline**

The cost of advertising and promotion will
be modest

Visual

Transition

Packaging and advertising \$\$ are modest;
production and distribution \$\$ are even lower

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**Statement from
outline**

No new investment in manufacturing
equipment is required

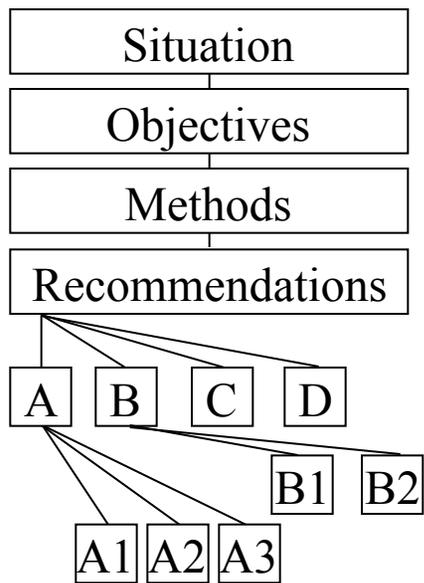
Visual

Transition

Like production \$\$, distribution costs will be
low because our retail outlets are the same...

Storyboarding the recommendation report

Report Outline

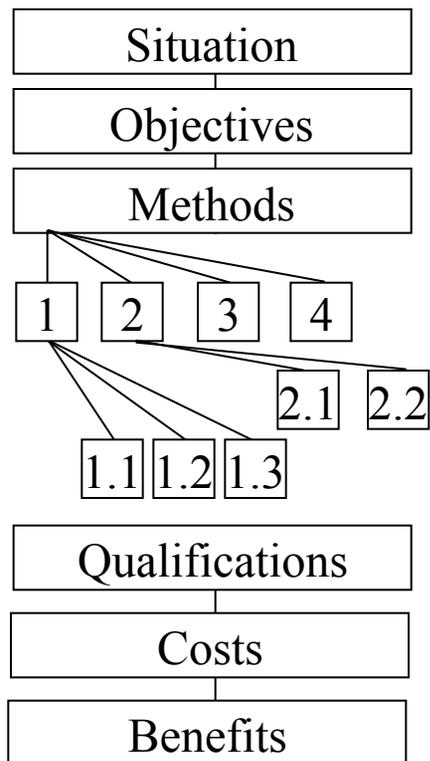


Storyboard

Sit.	Obj.	Meth.
→	→	→
Rec.	A	A1
→	→	→
A2	A3	B
→	→	→

Storyboarding the proposal

Proposal Outline



Storyboard

Sit.	Obj.	Meth.
→	→	→
Task 1	Task n	Quals.
→	→	→
Costs	Bene.	
→	→	→