

> Lesson 4

Challenge Brief

The Toothpaste Challenge

Dear Research and Development Team,

Congratulations on your new roles developing a new toothpaste for healthy teeth. We are delighted to have you on board.

We would like you and your team to start work immediately on researching, developing and marketing a new toothpaste to improve tooth health for teenagers.

You must work as a team to manage, research, design and market the toothpaste in order to successfully sell this new and exciting product to the teenage market!

Good luck!

Yours sincerely,

Smiley Teeth Ltd

