**Instructions:** Use this worksheet to copy the problem solutions shared by ChatGPT based on your prompts.

## **Problems to Solve**

1. Develop a list of unique and innovative design ideas that may appeal to the 20- to 35-year-old customer segment.
2. Conduct marketing research to better understand current trends and customer preferences in the market.
3. Conduct a comprehensive competitive analysis. Identify the top 3 competitors in the market, their product mix, and their share of the market.
4. Develop a marketing plan that provides creative product descriptions and a compelling value proposition that allows Wick and Wonder to stand out.
5. Develop a beta plan that streamlines testing and incorporates greater levels of customer feedback.

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| **Solutions to Problems using Generative AI Chat GPT** |
| **Problem 1** |
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| **Problem 2** |
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| **Problem 3** |
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| **Problem 4** |
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| **Problem 5** |
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