**Independent Practice Assignment #1**

**Product/Service Inventions**

**For an Aging Population**

This project can be completed by an individual or a team of two students. You must first conduct research about baby boomers and the silent generation to determine the economic power of both groups. Since these groups make up a large portion of the population, marketers must create products and services to meet the needs of an aging population. You must identify four products/services that will be in high demand with an aging population. Design a PowerPoint presentation to thoroughly describe each of your products/services. The PowerPoint presentation must have at least 12 slides.