

Business Project

Audience Promotion Research Advertising Business Market Promote Product Design Target Market

Developing a New Cereal Product



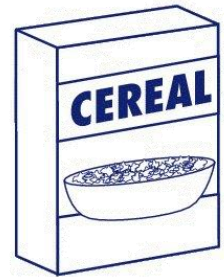
Name:

Class:

Scenario

You work for a company that produces breakfast cereals (like Kellogg's™ or Nestle™). You have been approached by the Managing Director to lead the introduction of a new breakfast cereal to the UK market. It will be your job to:

- research current products on the market
- find out what customers' want from a new product
- create a brand for the new product
- design and produce packaging
- create advertising material for the new product's launch.



Task 1: Research

Before creating a new product, you need to look at what is already available. This helps you avoid creating a product too similar to one that already exists and also lets you see what works well and what doesn't work well about products already available on the market.

1. Create a table with the five headings shown below (there's no need to include the red text, that's just to help you out!).
2. You then need to use the internet to research five different breakfast cereals that are already available to purchase in the United Kingdom.
3. Start by copying and pasting an image of the product to the first column of the table.

Product <i>Place an image in this column of the product</i>	Details <i>Describe the product and ANY information about it</i>	Packaging <i>What is the packaging like?</i>	Target Market <i>Who do you think this product is aimed at?</i>	Advertising <i>Research any adverts that have been produced – are they aimed at any groups?</i>

4. After that, complete the four remaining columns by adding details that you find out from your research about the product.
5. When you have completed research on five products, upload to showmyhomework

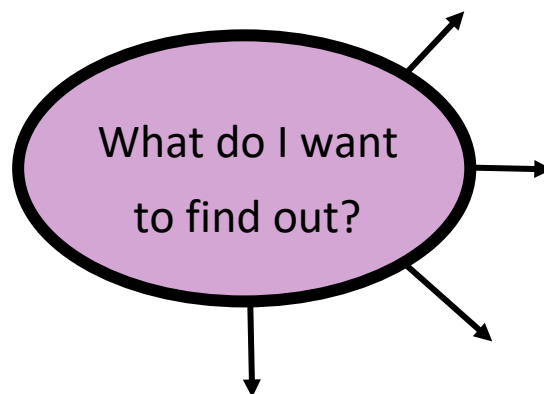
Task 1 Self Assessment!			<u>My Own Assessment</u>
Bronze	Silver	Gold	
<ul style="list-style-type: none"> You have used a search engine to find information. You've rephrased some parts of your research and most of the information you've used has been selected to fit the purpose. 	<ul style="list-style-type: none"> You have used a search engine effectively. You've rephrased information, nothing is copied and pasted. You've selected appropriate information in your table. 	<ul style="list-style-type: none"> You have used a search engine effectively using different searches to check validity of information. Nothing is copied and pasted on your table, and you've chosen the information needed carefully and checked whether it is reliable. 	<p>Highlight all the statements that you think match your work for Task 1!</p>

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Task 2: Market Research

Before a company can even think of launching a new product, they have to find out what their customers actually want. It would be no good designing and launching a product if no one actually wanted it—it wouldn't sell and the company would lose money.

What do you want to find out from customers in order to make your product a success?
Fill in the diagram below:



Now, open up a blank **Microsoft Word** document. You are going to create a questionnaire that aims to find out what your customers want from a new cereal brand.

Create your questionnaire. Make sure you leave room for people to respond to your questions, and make sure you choose carefully between **closed questions** (ones that have responses you've provided) and **open questions** (ones that allow respondents to freely answer the question).

Upload the questionnaire to show my homework!!

Task 2 Self Assessment!			My Own Assessment
Bronze	Silver	Gold	
<ul style="list-style-type: none">• You have a questionnaire that finds out most things required for creating a new product.• Your questionnaire might not make best use of closed/open questions.	<ul style="list-style-type: none">• Your questionnaire finds out exactly what is needed to launch a new product.• Your questions are well thought out and you've used open and closed questions as necessary.	<ul style="list-style-type: none">• Your questionnaire is of a professional standard and could be used to find out exactly what a customer wants from a new cereal brand.• You've taken care to phrase questions appropriately.	Highlight all the statements that you think match your work for Task 2!

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Task 3: Market Research Part 2

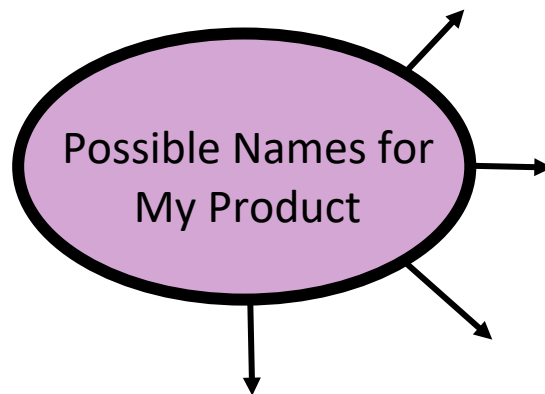
It is no good having a questionnaire without responses! Your next task will be to actually carry out the market research that you have planned.

Ask people to complete your questionnaire. You only need one printed because you should have left space to collect responses. If you've got a closed question, use a tally to show how many responses you've collected. Open questions can have answers listed below them.

How many people are you going to ask to complete your questionnaire?
(This is called a **sample**)

Why have you chosen this number of people?

Task 4: The Brand Name (fill in the diagram below):



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Task 5: Product Planning

Use all of your research so far to answer the questions below about **your product**.

What will the brand name of your cereal product be?

Where will your cereal product be sold?

What will a standard box of your cereal product be priced at?

Describe your product. (What will its taste be like? What flavour will it be? Who is your product aimed at? etc.)

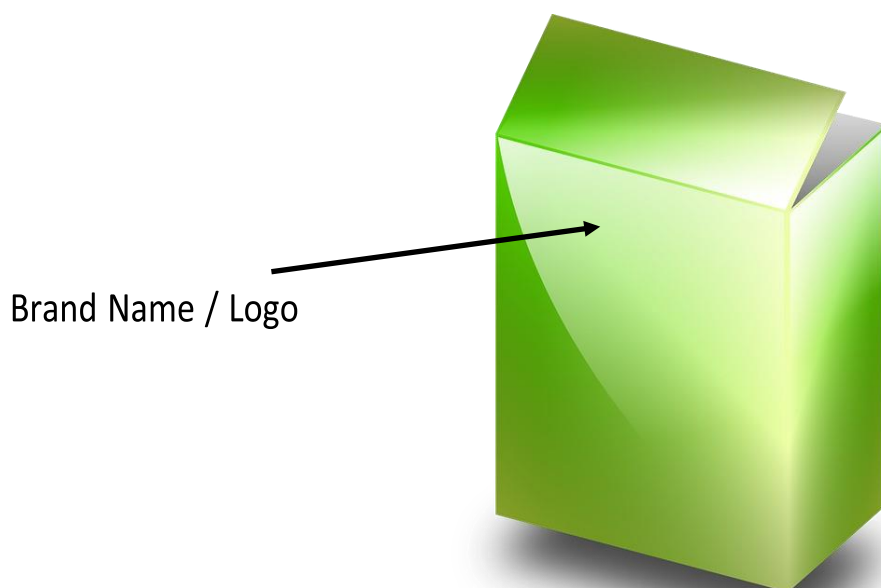
What will the packaging of your product be like?

How is your product going to be advertised?

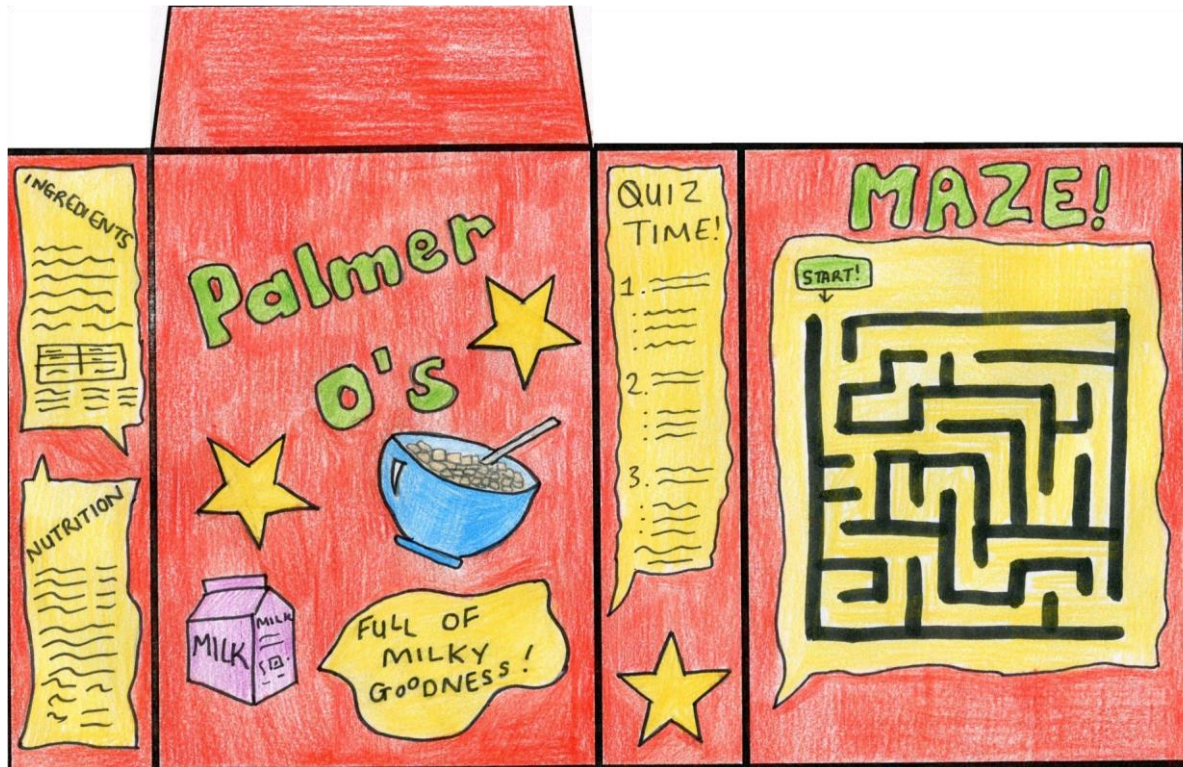
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Task 6: Packaging Plan

Looking at existing cereal packaging could help with your own design ideas. Use the Internet, or actual boxes from your kitchen cupboard, to complete the annotations showing what cereal box packaging should contain.



Your final plan (on page 7) should look a little like this:

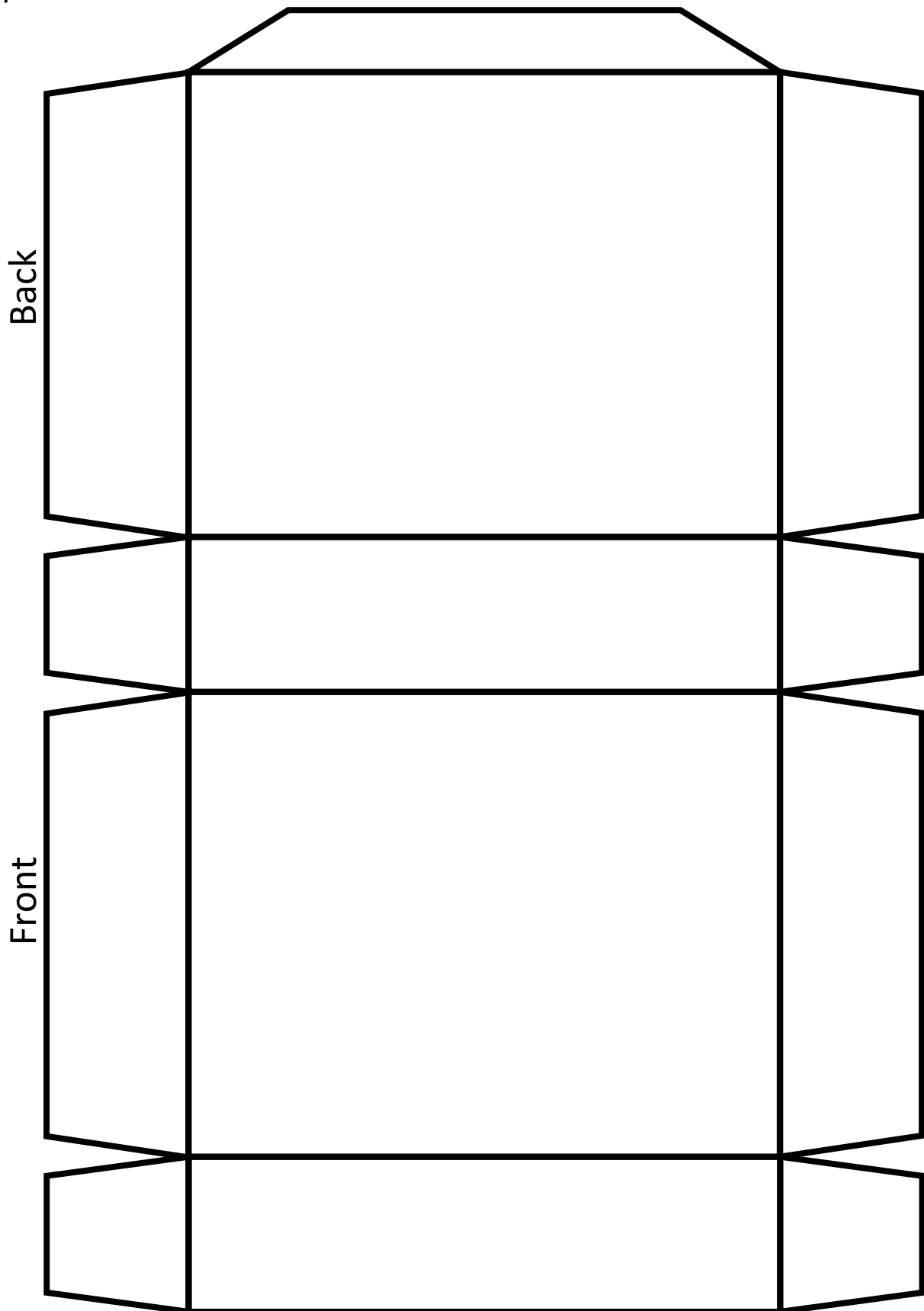


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Packaging Plan

Before **anything** is designed on a computer, there is always some sort of plan produced. This means that designers can follow the plan, making better use of their time. It also means that plans can be shown to people before the design work is carried out to gather opinion on choices that have been made.

You now need to create a plan for the packaging you are going to create. Remember, you are actually going to create this packaging, so *be as adventurous as your capabilities will allow!*



Task 7: Packaging Creation

Now you've planned your packaging it is time to create the real thing!

Open the packaging template; you should create your packaging using this template. ~ Remember, if you want to make changes to what you have planned, YOU CAN!! Save your designs when complete.

You should not copy and paste items (apart from a couple of pictures!) from the internet.

print screen of
your packaging here!

Task 7 Self Assessment!			<u>My Own Assessment</u>
Bronze	Silver	Gold	
<ul style="list-style-type: none">• Your packaging is neat but does not look like a viable product.• Your packaging might contain lots of copied and pasted elements.• Your packaging is incomplete.	<ul style="list-style-type: none">• Your packaging is complete and looks like a real product should.• There are few/no blank spaces.• Your audience has been considered, and your product might suit their needs in parts.	<ul style="list-style-type: none">• Your product suits your audience needs exactly.• Your packaging looks professional with a bar code, best before end date and elements that your audience would like to see.	<p>Highlight all the statements that you think match your work for Task 7!</p>

Task 8: Advertising Poster

Open a blank A4 sized document in any program.

You now need to create an advertising poster to promote the launch of your new brand of cereal. Your poster should be bright and eye catching. You should also inform your

audience of where they could purchase it, how much it would be and whether or not there is a promotion running when the product is actually launched.

Save your poster when done then print screen it and paste to Microsoft Word.

print screen of
your poster here!

Task 9: Summary and Evaluation

Your project is almost complete! You've designed a product from scratch after finding out exactly what people want. You've made decisions based on products that already exist in the market place and what you have found out from your target audience.

You now need to summarise everything you have produced in this project. The easiest way to do this is by producing a presentation. **This presentation is aimed at your company's Managing Director**, the person who assigned you this project in the first place.

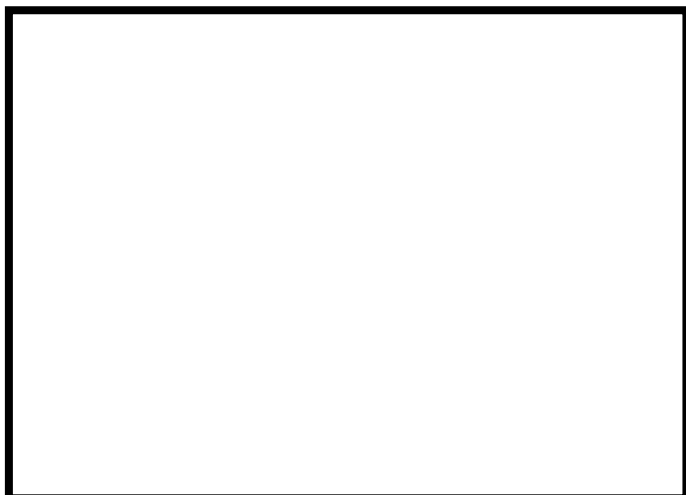
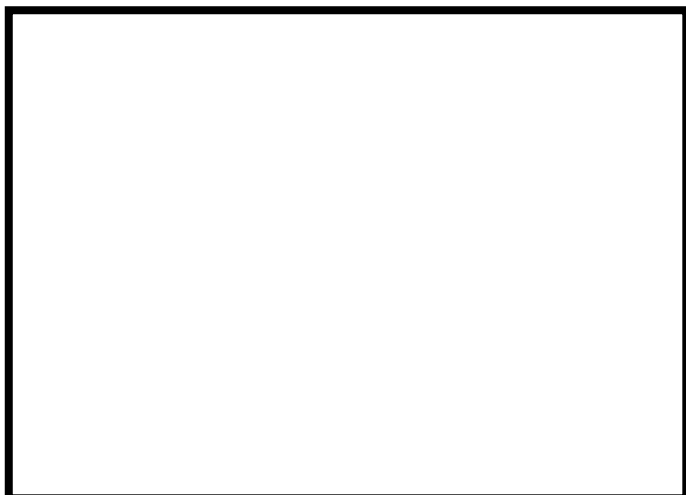
She wants to know what decisions you have made and why you have made them. She also wants to know everything about your product so that she can decide whether it is going to be launched or not.

1. Open up a blank Microsoft PowerPoint document.
2. You now need to create a presentation of NO MORE THAN 6 slides that shows:
 - Details about the name of the product (and why you chose it)
 - Details about the audience of your product
 - What does the packaging look like? (and why does it suit your audience?)
 - What price is the product going to be sold at? (why?)
 - Where will the product be sold? (why?)
 - What promotions will you do when the product is launched? (why?)
 - What advertising campaigns will you run?
3. Snip the slides of your presentation to the page below:

Task 9 Self Assessment!			<u>My Own Assessment</u>
Bronze	Silver	Gold	
<ul style="list-style-type: none"> Your presentation shows some of the decisions you have made. Your presentation shows what your product will look like. 	<ul style="list-style-type: none"> Your presentation summaries ALL the decisions you made (use the list above underneath number 2). Your presentation gives some reasons as to why you made the decisions you did. 	<ul style="list-style-type: none"> Your presentation covers all the points above (under number 2) and shows WHY you made the decisions you did based on your audience and your research. Your research will be mentioned more than once. 	<p>Highlight all the statements that you think match your work for Task 1!</p>

Task 9: My Presentation to “the Boss”...

Snip your completed slides in the boxes below:



11 Don't forget to upload this project booklet to showmyhomework!!!