

Strand: Enterprise

Create a new cereal for a target market and devise its marketing mix

Learning outcomes in focus

Students should be able to:

- 2.7** Conduct market research in order to investigate an entrepreneurial opportunity and analyse, interpret and communicate the research findings using relevant terminology and representations
- 2.8** Devise and apply a marketing mix in order to promote a new or existing product or service
- 2.9** Develop a simple business plan for a new or existing product or service

Learning intentions

We are learning to:

- Understand the importance of surveys as a method of primary research
- Explain and apply the marketing mix based on research collected
- Make decisions as part of a group using information compiled through research, classroom learning and personal preference
- Design and create a cereal box which displays all aspects of the marketing mix, focusing in the promotional techniques used
- Explain and justify all decisions made throughout the performance
- Evaluate our performance working together as a group and our individual contribution to that group

Context and learning activities

Week 1 - Conducting Research

Students will:

- Carry out research as part of a group in order to assess the feasibility of their idea
- Understand the importance of surveys and their use in marketing
- Brainstorm in groups questions that could be asked to potential customers
- www.surveymonkey.com is used to create and design their questionnaires

Week 2 - Conducting and evaluating research

Students will:

- Collect their research findings through email
- Evaluate their research findings from survey monkey
- Discuss the results of their survey in the groups and as part of a whole class and analyse the findings and results
- Individually the students will complete the student research template
- Understand the concept of the marketing mix and how it can be applied to creating a cereal box

Week 3 - Developing actions plans

Students will:

- Apply their research findings to the marketing mix
- Construct a business plan based on their research findings which will describe elements of the marketing mix to be applied.

- Design and create a cereal box which will display the marketing mix adapted from their research

Week 4 - Presenting findings

Students will:

- Submit project
- Reflect on the experience of the project through class discussion
- Individually, student fill in their individual reflection template and submit it as part of their project

Time allowed:

- Students have 4 periods per week, project completed over 4 weeks

Success Criteria:

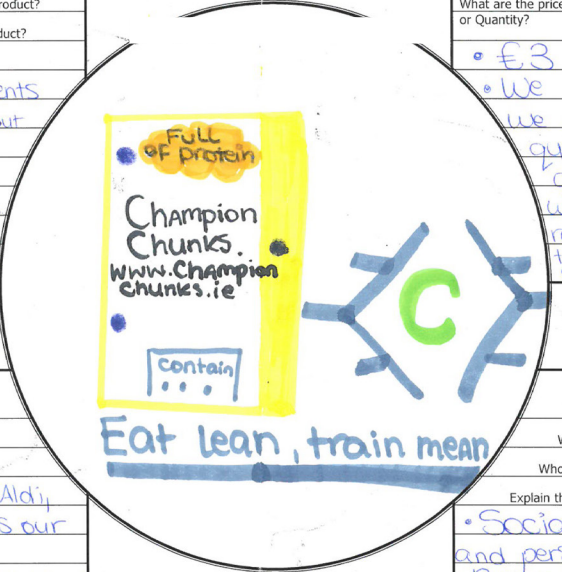
- SC1** Use an effective research method to collect data and analyse the data findings
- SC2** Evaluate the collective research findings of the group and consider how reliable the sources of information are
- SC3** Develop a business plan to present decisions and conclusions based on all of the information available to the group.
- SC4** Complete and present the project in a clear and organised manner
- SC5** Reflect on my experience of completing the project as an individual and as part of a group

Conditions:

- Project completed in class. However, each individual will have part of the action plan to complete or research for homework.
- Students were brought to the computer room in the school for 3 double classes
- These second year students had previous knowledge of using email and OneDrive arising from IT classes taken in First Year

Evidence: Research

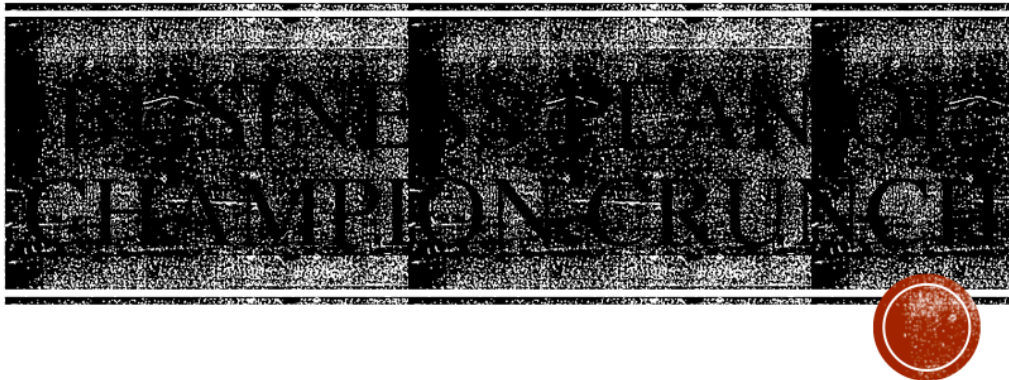
"Champion Chunks"

| Product | Your Product | Price |
|---|---|--|
| <p>What is the product? What does it do? What is special/different (USP) about the product? Why do people need your product?</p> <p>Target Market? How is it different to other similar product? Competition?</p> <p>• Cereal. • The nutrients will help you in your workout creating energy for the workout possible. • People need this to become champions. • Sports people. • It's different because it's made for champions.</p> |  | <p>What is the price of the product? Why did you choose this price?</p> <p>What are the prices of your competition? Any special offers? Quality or Quantity?</p> <p>• €3 • We chose the price as we (as a company) feel quality is better than quantity. • If you win our competition you receive a free personal trainer for 2 weeks on courtesy of ChampionCrunch.</p> |
| Place | | Promotion |
| <p>Where are people going to be able to buy this product? Why did you choose to sell your product at this place? What channel of distribution?</p> <p>• In their local Spar, Aldi, Lidl. • As makes our product near + close. • We would use the traditional channel of distribution, made from manufacturer to retailer to consumer.</p> | | <p>Where are you going to advertise your product? Why are you going to advertise your product here? Who represents your product e.g. celebrity or character? Explain the packaging e.g. colour, shape etc</p> <p>• Social Media • To inform and persuade consumers. • Bearmard Bogen + Connor McGregor. • Cereal box, yellow band, and our logo will be at the front. We will all have 6-Pack challenge @kork.</p> |

SC1:

The students used effective research methods to collect data. This was evident as they used field research (survey) and desk (internet) research

Evidence: Powerpoint

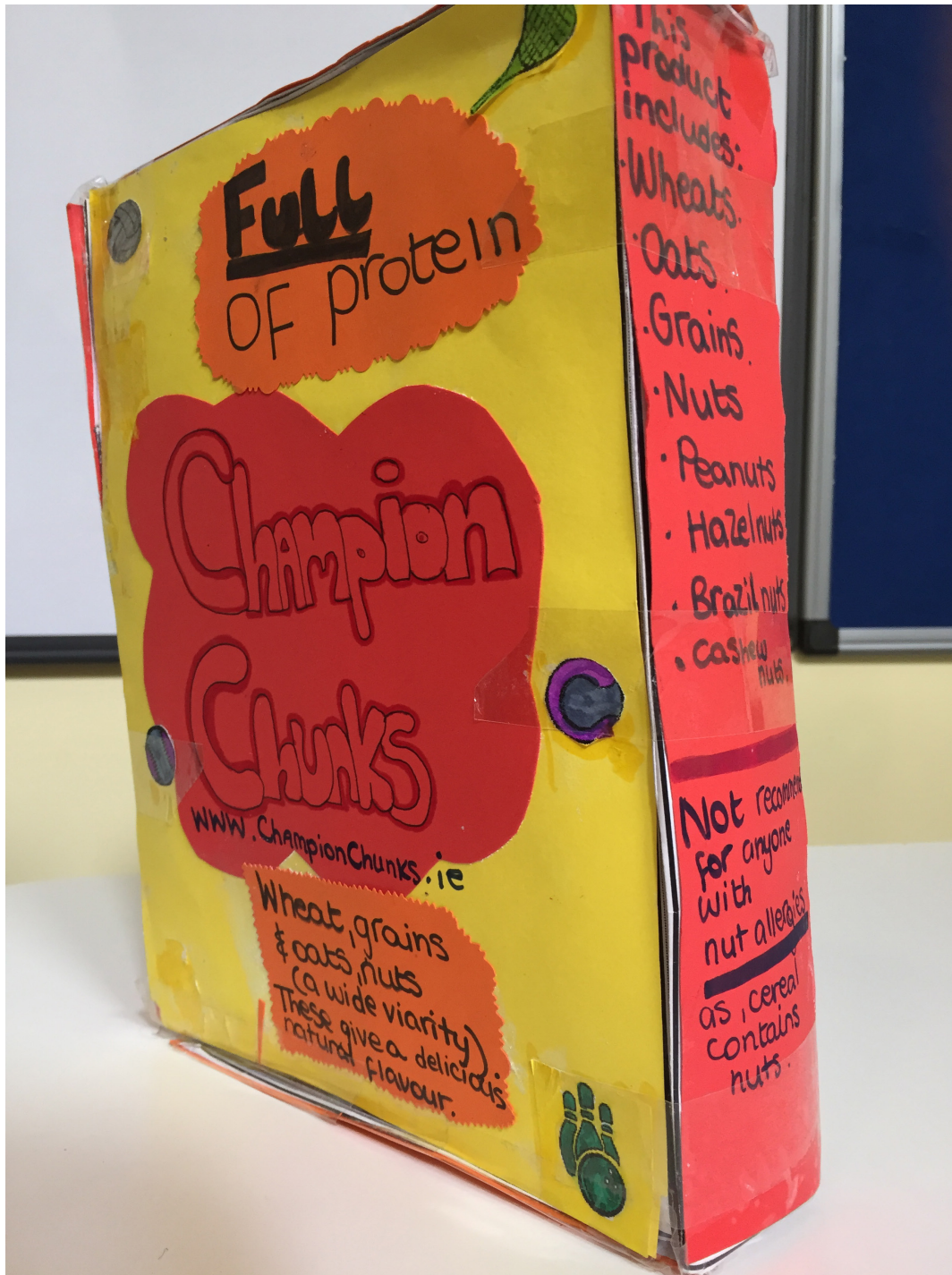


[Click on image to view full version of the powerpoint presentation](#)

SC2:
The students demonstrated a high level of analysis of their findings. The analysis was presented in the form of graphs from survey monkey and their conclusions were seen in the business plan. This showed very good evaluation of collective research findings.

SC3:
The action plan demonstrates a sound evidence based judgement of the information available to the student. It is completed to a high standard. This is shown in the business plan as the steps taken throughout the project are outlined clearly.

Evidence: Cereal Box



SC4:

i The cereal box prototype and business plan presentation are both completed to a very good standard (i.e. including a slogan, logo, theme). The prototype and presentation are very comprehensive and represent information in a variety of different formats e.g. written and visual. Moreover, the cereal box prototype is designed specifically with the target market in mind and the results from the market research are evident. The business plan has outlined all reasoning behind the cereal box design.

Evidence: Cereal Box



Research: Student A

Appendix 1: Business in Action – Template for Student Research

| | |
|---|---|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project <i>Create a cereal for a sports team</i> | Student name <div></div> |
| Method of research <i>Desk: Used Internet</i> <i>Field: Survey monkey</i> | Field (primary) research <input type="checkbox"/> Desk (secondary) research <input type="checkbox"/> |
| 1.1 Introduction: Outline briefly the purpose of your research <i>Desk: We found competitors, a logo, name, pictures, images, ingredient ideas and researched nutritional information.</i> <i>Field: Used survey monkey to create a survey and sent it to people my friend market - sports teams.</i> | |
| 1.2 Method of research: Explain briefly why you have chosen your method of research <i>Field: Survey monkey. It's more accurate i.e. count up for you wider sample space. The questions you asked were relevant to your cereal and theme. Fast - collect results and analysis it. Easy to use. Convenient - free - it was done from the class room and it's more convenient for the person you are asking.</i> | |
| 1.3 Sources: List your source(s) of information <i>Logo maker, Google Images, cereal ingredients, Survey monkey.</i> | |
| 1.4 Summary: Give a brief summary of what you found out as a result of your research <ul style="list-style-type: none"> <i>We discovered that people preferred wanted a workout plan on the back of the box so we will put one on.</i> <i>People wanted a big cereal box instead of a portable box so we will make a large box</i> <i>People want Protein so we ensured by a lot of protein - we chose nuts because they are a good source of protein</i> | |

SC 5:

The individual student reflection demonstrates how the student engaged fully in all stages of the project. There is a very good analysis in individual student reflection as included the student includes an advantage and disadvantages of team work. The student could improve by including some factual percentages in the research results summary (1.4 of student research form).

Research: Student A

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

We were surprised as we thought people would prefer a portable box that they could bring to their sport with them but actually people wanted a large cereal box

(b) Is the source of your research reliable? Give a reason for your answer

Yes I think the source of research is reliable because we can't lose the papers it was sent to all ages and all genders and someone could only answer it once.

(c) Is the information one-sided or biased? Give a reason for your answer.

It's not biased because we had no leading questions, we asked all genders, ages and people of different sports. Our questions accommodated all answers.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

Eat Learn Train mean

Healthy
Cereal

workout
plan

1.7 Decision-making: How do you think your findings will affect your team's action plan?

We will ensure we add a lot of protein, have a big box, a workout plan on the back and, quality cereal and pictures that accommodate all sports.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

Research: Student A

Appendix 2: Business in Action – Template for the Student Reflection

| | |
|--|--------------|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | Student name |
| Title of your project <i>Cereal Box - Champion Crunch</i> | |
| 1.1 Introduction: Provide a brief outline of your project <i>We had to create a cereal for sports teams. We had to create and design a box came up with a name, a slogan and a logo we had to assemble the cereal box we had to create a powerpoint explaining our research 4 ps and choices</i> | |
| 1.2 Roles and responsibilities: Describe your key role and your main responsibilities <i>I gathered things for our box and created the logo and slogan for our business. I created the powerpoint that detailed our research our 4 ps and the choices we made in designing the box</i> | |
| 1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: | |
| (a) How I contributed to researching the project <i>I came up with the questions with everyone with the group. I looked up images we could use to make our box I looked up our competitors and the thought of ways our cereal could be different</i> | |
| (b) How I contributed to analysing the research information <i>We went through the results of the survey together. I placed the results of the research into the powerpoint and explained how we chose the was design of the box.</i> | |

Research: Student A

(c) How I contributed to developing the action plan

We all came up with the action plan together
we stated the things that needed to be done
I came up with the colour scheme and the
design of the box

I stated the things I felt I would be good at
and everyone did the same

(d) How I contributed to compiling the project

I cut out the paper and stuck on the coloured
paper to the template.

I printed off pictures and logos

I designed and completed the Powerspoint

I had to communicate with the rest of the team
to ensure they looked the same

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as
a team or Describe the advantages and challenges of working on this group project from your
individual perspective

• I think our group worked well together

Difficulty: sticking the box together

Advantage: everyone got to use their strength.

The work load was divided among the group

Challenges: Decisions took longer to make as
everyone had to agree.

1.5 Teacher feedback

Teacher feedback: Overall judgement

Student A

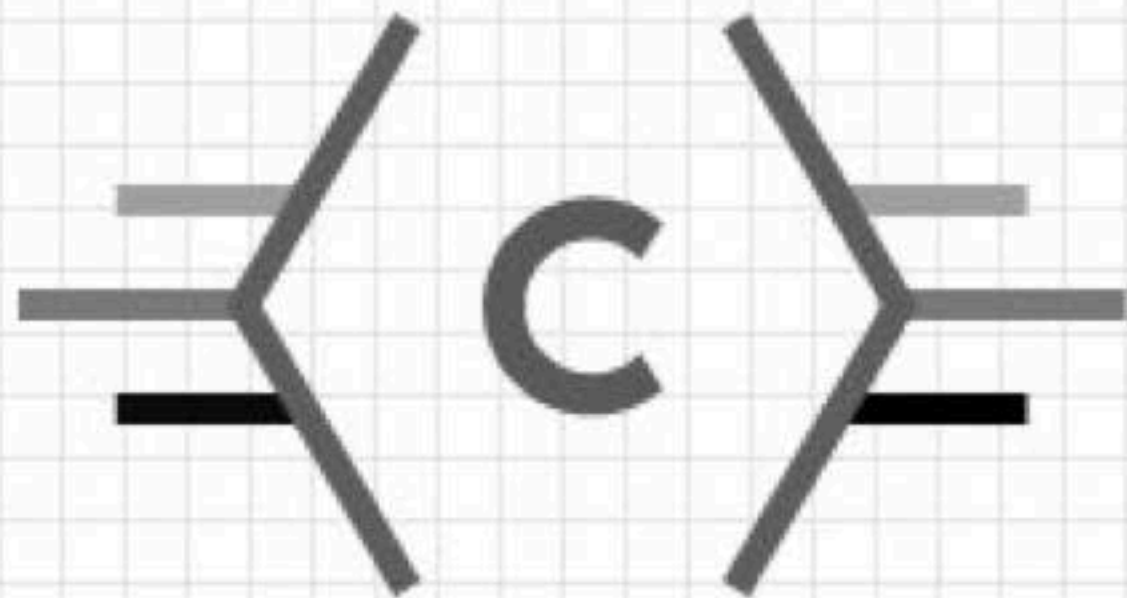
Above expectations:





The New Champion





Champion Crunch

Eat Lean Train Mean

SUMMARY

1. We created a survey asking the public on their opinion on our product we used survey monkey.
2. We then created a cereal brand named "Champion Crunch".
3. Then we created a logo using a logo maker.
4. We then gathered our statistics from our survey.
5. Using this information we designed a cereal for athletes.
6. We googled images for our cereal box.
7. We assembled the model of box, using our information and cardboard, etc.....
8. Then we created this presentation





Product, Price, Promotion, Place



PRODUCT

- Cereal
- Nutritional with added Protein (66% of people asked), no added sugars
- Target market: sports people, aged 10-30
- People surveyed wants post exercise cereal (66.67%)
- Made for champions - Big box (66.67% of people surveyed)
- Encourages people to eat and be healthy
- Competitors: weetabix , ready brek and porridge (online reseach)
- Unique selling point: its made for champions and really is the most nutritious and beneficial to all athletes.





cost

- Selling price €3
- Cost price: €2
- Margin=

$$\frac{\text{Profit}}{\text{selling price}} \times \frac{100}{1}$$

$$\frac{€1}{€3} \times \frac{100}{1} = 33.3\%$$

PRICE



expenses

- Transport
- Packaging
- Advertisement
- Raw materials
- Wages of the workers
- Sponsor
- Utility bills



PROMOTION

- We are going to promote our product through advertising on social media as we have our own Instagram page for our product this is a form of free advertising.
- We chose this method because it was a great way for us to inform people about our product and persuade people to buy it.
- With the money we saved on not paying for advertisement we were able to pay Bernard Brogan and Conor McGregor to promote our cereal.
- We also have a workout plan on the back and we encourage people to tell us of their progress on our Instagram. (100% of people asked liked this idea)
- Yellow is our main colour and we chose it as it is the colour of sunshine. It's associated with joy, happiness, intellect, and energy.



PLACE

- We chose to sell our product in Dunnes Stores because it is a local Irish business like us and we feel it is important for Irish businesses to support each other.
- We also chose Dunnes because there are many Dunnes stores around the country and this made our product more accessible.
- We decided to use the more traditional channel of distribution so we are distributing our product from manufacturer to retailer to consumer as we didn't want to include a wholesaler as they would charge us money and it's an unnecessary cost.

The logo for Dunnes Stores, featuring the words "DUNNES" and "STORES" in a bold, white, sans-serif font, stacked vertically on a dark green rectangular background.

CONCLUSIONS AND RECOMMENDATIONS

- If this was a real project we would need to properly calculate our expenses.
- If we were to do this again we would like to have a colour printer to make it look more attractive.
- We would like to get more people to answer our survey to get more accurate results.

