

ACTIVITY 1 - INVESTIGATING THE MARKET

Thank you for accepting our challenge to see who in your class can come up with the best idea for a new chocolate or cereal bar.

Today you will be finding out about the companies that currently make chocolate and cereal bars and how we as consumers can influence their decisions.

Task 1

- (i) Without discussing your thoughts with anyone else before doing so, use the space below to list 5 favourite snacks. These can be either chocolate or cereal bars or a mixture of both.

1 st	
2 nd	
3 rd	
4 th	
5 th	

- (ii) Use the space below to explain why you prefer your 'Top 5' snacks to the other snacks available.

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- (iii) Explain below why you prefer your 1st choice to your 5th choice.

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Task 2

- (i) Share information about your 'Top 5' with the rest of your group and when everyone has had their turn, use the space below to explain how your 'Top 5' compared with those of others.

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Task 3

Use the internet to obtain information about some of the companies that produce chocolate and cereal bars.

- (i) Go to www.kelloggs.co.uk and use the space below to list up to 5 chocolate bars and up to 5 cereal bars that Kelloggs produce. (remember may not be 5 of each)

KELLOGGS	CHOCOLATE	CEREAL
1		
2		
3		
4		
5		

- (ii) Write a sentence to explain your findings below.

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- (iii) Go to www.mars.co.uk and use the space below to list up to 5 chocolate and up to 5 cereal bars produced by Mars.

MARS	CHOCOLATE	CEREAL
1		
2		
3		

4		
5		

(iv) Write a sentence to explain your findings below.

(v) Go to www.cadbury.co.uk and use the space below to list up to 5 chocolate and up to 5 cereal bars produced by Cadbury.

CADBURY	CHOCOLATE	CEREAL
1		
2		
3		
4		
5		

(vi) Write a sentence to explain your findings below.

(vii) In the space below note down anything of interest that you have discovered about the types of products that each of the companies tend to specialise in producing.

Task 4

Cadbury's began manufacturing chocolate products in 1831 and since then has made many different types of chocolate products.

Go to www.cadbury.co.uk/OURPRODUCTS/Pages/ourproducts.aspx and use the space below to list 3 products from the YESTERDAY and TODAY parts of the website.

CADBURY	YESTERDAY	TODAY
1		
2		
3		

Task 5

Developing a new product can be very costly and involves considerable risk if consumers do not decide to buy it. For this reason, some companies try to re-invent some of their existing products.

- 1 Use the space below to give one example of a product Mars produces that is based on their original Mars bar.

- 2 Use the space below to give one example of a product Kellogg's produces that is based on their original Special K cereal.

	<i>Name of Product</i>	<i>Description of Wrapper</i>	<i>Likes</i>	<i>Dislikes</i>	<i>Score (0-10)</i>
1					
2					
3					
4					

ACTIVITY 3 - COUNTING THE CALORIES

Now that we have found out some background information about the market for chocolate and cereal bars, we will now take a look at the ingredients the manufacturers put into our favourite bars and how these might affect our health.

With obesity rates increasing throughout Scotland, the ingredients which are in the food we eat is more important than ever.

Task 1

The table below has been taken from the back of a well-known product. Once you have looked at it, working in pairs answer the questions below.

PRODUCT 1

TYPICAL NUTRITIONAL VALUES			
	Per 25g pack		Per 100g
Energy	545	Kj	2181 Kj
	131	Kcal	523 Kcal
Protein	1.5	g	5.8 g
Carbohydrates	12.8	g	51.3 g
of which sugars	0.5	g	1.9 g
Fat	0.2	g	32.7 g
of which saturates	0.6	g	2.5 g
of which mono-unsaturates	6.7	g	26.6 g
of which polyunsaturates	0.5	g	2.1 g
Fibre	1	g	4.1 g
Sodium	0.14	g	0.55 g
Equivalent as Salt	0.35	g	1.4 g

GUIDELINE DAILY AMOUNT			
Each Day	Men	Women	Children 5-10
Calories	2500	2000	1800
Fat	95g	70g	70g
Saturates	30g	20g	20g
Sugar	120g	90g	85g
Fibre	24g	24g	15g
Salt	6g	6g	4g
Average values for adults and children. Individual requirements may vary			

- (i) What is the weight of a typical pack of the product and how many calories does it provide?

- (ii) How many calories does each 100g of the product provide?

(iii) How many grams of sugar does each 100g of the product contain?

(iv) How many grams of salt does each 100g contain?

(v) How many grams of carbohydrate does the product contain?

(vi) How many grams of fibre does 100g contain?

(vii) How many grams of fat does the product contain?

(viii) How many calories should a typical adult male eat each day (known as the Guideline Daily Amount or GDA).

(ix) How many calories should a typical adult female eat each day (known as the Guideline Daily Amount or GDA).

- (x) The table refers to 3 different types of fat - some of which are better for us than others. Use the internet to obtain information about each of the 3 types of fat mentioned below. When you have done so match the types of fat to the descriptors referred to in the table below.

Type of Fat

- 1 Saturates
- 2 Mono-Unsaturates
- 3 Polyunsaturates

Description

- A this type of fat is found in nuts and avocado
 B this type of fat is found in dairy produce and meat
 C this type of fat is found in grain products and fish

<i>Description</i>	<i>Type of fat</i>
A	
B	
C	

Task 2

Look at the following providing nutritional information about 5 different products then answer the questions asked.

PRODUCT 2

NUTRITION INFORMATION TYPICAL VALUES	PER 100G	PER BAR	CHILD GDA* 5-10 years	% GDA*
Energy	2283 kj	571 kj	1800 kcal	8%
	546 kcal	137 kcal		
Protein	7.5g	1.9g	24g	8%
Carbohydrate	58.1g	14.5g	220g	7%
Fat	31.6g	7.9g	70g	11%
* GDAs are guidelines. Personal requirements vary depending on age, gender, weight and active levels				

PRODUCT 3

Nutrition				
Typical Values	100g (3.5oz) contains	Each ????? (10.4g) contains	% GDA*	GDA* for an average adult
Energy	1815kj 435kcal	189kj 45kcal	2%	2000kcal
Protein	11.4g	1.2g		
Carbohydrate	55.3g	5.8g		
of which sugars	0.7g	trace	<1%	90g
Fat	18.4g	1.9g	3%	70g
of which saturates	7.4g	0.8g	4%	20g
mono-unsaturates	7.0g	0.7g		
polyunsaturates	3.5g	0.4g		
Fibre	8.0g	0.8g		
Sodium	0.8g	0.1g		
Salt equivalent	2.0g	0.2g	3%	6g

*Guidelines daily amount

PRODUCT 4

Nutrition Information				
Typical Values	100g contains	Each ?????? (14.5g) contains	% GDA*	GDA* for a typical adult
Energy	1150kj 370kcal	225kj 55kcal	3%	2000kcal
Protein	6.0g	0.9g		
Carbohydrate	76.6g	11.1g		
of which sugars	33.5g	4.9g	5%	90g
Fat	3.9g	0.6g	1%	70g
of which saturates	1.1g	0.2g	1%	20g
mono-unsaturates	1.8g	0.3g		
polyunsaturates	0.9g	0.1g		
Fibre	5.5g	0.8g		
Sodium	0.3g	trace		
Salt equivalent	0.7g	trace	<1%	6g

*Guidelines daily amount

PRODUCT 5

NUTRITION INFORMATION TYPICAL VALUES	Per 100G	Per 1/2 TUBE	child GDA*	% GDA
Energy	1610 kj 456 kcal	384 kj 87 kcal	1800 kcal	5%
Protein	402g	0.8g	24g	3%
Carbohydrate	71.0g	13.5g	220g	6%
of which sugars	65.4g	12.5g	85g	15%
Fat	17.2g	3.3g	70g	5%
of which saturates	9.7g	1.8g	20g	9%
Fibre	2.7g	0.5g	15g	3%
Sodium	0.1g	Trace	1.4g	<1%
Salt equivalent	0.2g	Trace	4g	<1%

* GDAs are guidelines. Personal requirements vary depending on age, weight and activity levels

PRODUCT 6

Nutrition Information			Guideline Daily Amounts for a Typical Adult			
TYPICAL VALUES	Per 100g	Per Bar (approx 21g)	Guideline daily amount	Per bar (approx 21g)	Approx % GDA	
Energy	2004kj/478kcal	424kj/101kcal	Calories	2000cals	101 cals	5%
Protein	4.9g	1.0g	Sugar	90g	10.5g	12%
Carbohydrate	63.8g	13.5g	Fat	70g	4.8g	7%
of which sugars	49.6g	10.5g	Saturated Fat	20g	2.9g	15%
Fat	22.6g	4.8g	Salt	6g	0.2g	3%
of which saturates	13.7g	2.9g				
Fibre	1.4g	0.3g				
Sodium	0.3g	0.1g				
Salt equivalent	0.7g	0.2g				

(i) Which product has the highest fat and which product has the lowest fat values per 100g?

Highest:	
Lowest:	

(ii) From the information provided which product has the highest sugar and which product has the lowest sugar values per item?

Highest:	
Lowest:	

(iii) From the information provided which products the highest fibre and which product has the lowest fibre values per 100g?

Highest:	
Lowest:	

Task 3

Most products are good for us so long as we eat them as part of a healthy and balanced diet. However, some are viewed to be 'more healthy' than others. For example, products that are viewed healthy tend to be high in fibre and low in fat, salt and sugar. In your groups:

- (i) discuss each of the 6 products above to decide which one would be viewed 'the most healthy' and why?
- (ii) match each product nutritional value to one of the following types of foods
 - (a) *White Chocolate bar*
 - (b) *Chocolate sweet*
 - (c) *Oat cake*
 - (d) *Crisps*
 - (e) *'Healthy bar containing some chocolate*
 - (f) *Low calorie cranberry slice*

ITEM	TYPE OF FOOD
Product 1	
Product 2	
Product 3	
Product 4	
Product 5	
Product 6	

Task 4

Nowadays most people are aware of the need to try to have a healthy diet which is

LOW in **Fat**; **Sugar** and **Salt** and

HIGH in **Fibre**.

As more of us switch to 'healthy' products, more and more manufacturers are producing these and marketing their 'healthiness'.

- (i) Suggest one advantage and one disadvantage of producing a product that can be marketed as 'healthy'?

Advantage	
Disadvantage	

- (ii) Without discussing your views with others, consider each of the following statements carefully.

Delete AGREE or DISAGREE for each statement depending upon your views

I would always buy a snack that I thought was healthy

Agree/Disagree

I don't bother about whether the snack I buy is healthy or not

Agree/Disagree

I don't mind paying extra for a well known brand of snack

Agree/Disagree

I prefer to look for a bargain when I buy a snack

Agree/Disagree

I quite often look at Nutritional values tables

Agree/Disagree

ACTIVITY 4 - CREATING MY PRODUCT

After researching and investigating the market, you are ready to begin the design of your product. By the end of this task, you will have decided upon:

1. Product content
2. Name of your product
3. Selling price
4. Promotional deal

Task 1 Product Content

Your first task is to decide on the best combination of ingredients for your product. Be creative and try to design something that is not identical to a product currently available on the market. The list below should help you get started but there are many more ingredients from which to choose.

Milk chocolate	Biscuit	Peanuts	Apricots	Oats
Toffee	Honeycomb	Coconut	Nougat	Marshmallows
Banana chips	Cream	Dark chocolate	Raisins	Almonds
Bran	White chocolate	Orange peel	Crispies	Wafer
Apple	Sultanas	Icing	Caramel	Treacle

Use the space below to describe your product and make a list the ingredients it will contain.

Task 2 Product Name

The names of many of Mars, Nestle and Cadbury products are instantly recognisable to consumers. This is called a **BRAND**. It is important that you choose a name for your product that will be remembered by consumers as doing so will help it to be recognised when on a shelf containing other products.

When choosing your name try to make it short and easy to remember - perhaps even funny. The name you choose may also be closely linked to its ingredients. Take your time - names such as Skittles, M&M's, Snickers and Dairy Milk were not chosen in 5 minutes. When you have decided on a name for your product write it in the space below.

My product will be called

Task 3 Price

The price of a product is very important. If your selling price is **too high**, consumers may be unwilling to buy it and opt for a **competitor's product**. If it is **too low**, customers may think that your product must be of poor quality and opt for a competitor's product.

Consumers always look for **value for money**. Most consumers are willing to pay more for a product containing 4 or 5 ingredients than a product containing one or 2.

However, the selling price of your product must be higher than the costs involved in making it. Selling something for more than it costs is known as a **Profit**. Selling something for less than it costs to produce is known as a **Loss**. For example:

- if your product cost 20p to make and you sell it for 18p you will make a loss of 2p each time one is sold.
- if, however, you sold the same product for 35p, you would make a 15p profit on each bar.

You must now decide on a selling price for your product. To do so you must calculate how much your product will cost. The costs involved in making your product are:

Each ingredient included costs 5p

Packaging for each bar costs 6p



Overhead costs for each bar is 5p
(Overheads pay for costs such as wages, rent, transport)

Example:

A milk chocolate bar with honeycomb and raisins:

Milk chocolate	5p
Honeycomb	5p
Raisins	5p
Packaging	6p
Overheads	5p

Therefore, the **cost** of this product is **26p** (5p + 5p + 5p + 6p + 5p).

In order to make a profit, the selling price would have to be higher than 26p. For example, setting the selling price at 35p would result in a **profit** of 9p on each bar sold.

Open the spreadsheet called 'Profit Loss Calculator' and complete it for your chosen product.

What is your selling price?

How much profit will your selling price allow you to make on each bar sold?

Task 4. Promotional Deal

In order to make consumers aware of their new product, many companies offer **Promotional Deals**. In a later task you will create a poster advertising your product but you may also want to consider offering a promotional deal. Types of deals include:

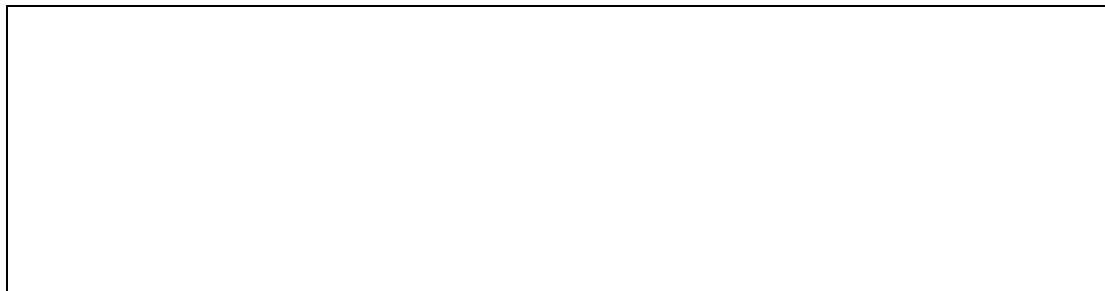
Buy-one-get-one-free: Customers get 2 products for the price of 1.

Coupon: Each customer that purchases the product receives a money off coupon - they will be able to purchase the produce for a reduced price next time.

Tasting: Consumers are offered a chance to taste the product - possibly at a supermarket. This will often encourage the consumer to buy the product.

Introductory offer The product is sold for a lesser price than normal. This is to encourage consumer to buy the product.

Promotional deals are often very creative. If you can think of a deal which will encourage people to buy your product, then it may work. Get your thinking cap on and use the space below to explain any promotional deal that you will try.



ACTIVITY 5 - DESIGNING MY LOGO

During this Activity you will create a LOGO for your product. If possible use a dtp or graphics package to design your logo.

Task 1

- a To help you plan your logo think about the decisions that you took in Activity 4. What name have you given your product? What ingredients will it contain and what type of consumers do you hope will buy it? The answers to these questions may help you design your logo.

Before using the computer to create your logo, sketch a few ideas on scrap paper.

- b Select one logo from your draft designs and develop it further using the computer. (Remember to name and save your file as instructed by your teacher).

ACTIVITY 6 - DESIGNING MY ADVERTISING POSTER

During this Activity you will design an advertising poster for your product. Your poster should be no larger than A4 in size. If possible, use a dtp or graphics software to produce your poster.

Task 1

- a Before you begin to create a poster for your product take a few minutes to think about all of the decisions you have taken and note these down on scrap paper. Your notes should include the product name and logo, its ingredients and selling price and any promotional deal you want to offer.
- b Draft an outline plan of your poster on scrap paper.
- c Use appropriate computer software to produce your advertising poster. (Remember to name and save your file as instructed by your teacher).

ACTIVITY 7 - PACKAGING MY PRODUCT

During this Activity you will design the packaging for your product using one of the 3 packaging templates provided.

Task 1

- a Look at each of the 3 packaging templates available and select the one that you feel would be best for your product.
- b Use scrap paper to plan the layout and identify key information to be included on your packaging.
- c Using your preferred template and the resources provided by your teacher, carefully create the packaging for your product.

Activity 8 - Preparing my Presentation

In this Activity you will create a PowerPoint slideshow which will be used during your 2 minute presentation to your class. As part of your presentation you will also display your advertising poster and packaging. It is important that you try to promote your product to the class during your presentation.

Task 1

- a Gather together all your notes and ideas from earlier Activities then complete the following sentences.

The name of my product is:

My product contains the following ingredients:

Producing each bar of my product will cost:

Each bar of my product will have a normal selling price of:

At the normal selling price. Each bar of my product will make a profit of:

--

I hope that my product will be bought by:

--

In order to encourage sales my promotion deal will be:

--

- b Use the space below to suggest at least 2 reasons why you feel consumers should buy your product rather than other products.

1	
2	

- c Produce your PowerPoint slideshow and check to ensure that it does not take longer than 2 minutes to present. (Remember to name and save it as instructed by your teacher).

ACTIVITY 9 - PRESENTING MY PRODUCT TO OTHERS

During this Activity you will present your product to the class. Your presentation must not be longer than 2 minutes. In addition to your PowerPoint slide show you will show the class your advertising poster, logo and packaging.

The purpose of the Activity is to help you to understand that consumers make decisions based on what they see and hear. As you watch and listen it is essential that you make judgements fairly based on how convincing each presentation is.

Task 1

- a When asked to do so, make your presentation to the class ensuring that everyone can see your advertising poster and packaging. Remember - you must try to encourage each person to want to buy **your** product rather than other products.

It is essential that you are well organised and are fully prepared to make your presentation when asked to do so.

- b Use the 'Would I Buy and Why?' grid provided to record the name of each person as they make their presentation. Complete the grid to summarise your thoughts on how each person promoted their presentation and give each person a score out of 10.

ACTIVITY 10 - HOW WELL DID I DO?

Congratulations you have successfully completed working through WARNING - May Contain Losses! It is now time for you to reflect carefully on your experiences before sharing your thoughts with others. To help you do so, complete the following questions.

Task 1

- a Use the space below to state 3 key things that you learned about product development during your experience.

1	
2	
3	

- b Use the space below to state 3 skills that you used during your experience.

1	
2	
3	

- c What new knowledge have you learned? To find out complete each of the following sentences.

An example of a PRODUCT is:	
An example of a MANUFACTURER is:	
An example of a CONSUMER is:	

- d Use the space below to explain why different consumers buy different products.

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- e Use the space below to explain why the products that businesses make change over a period of time.

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Task 2

- a Use the space below to state one reason why OBESITY occurs?

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- b Complete the following sentences.

GDA stands for:	
GDA information is important because:	

c Complete the following sentences.

The guideline daily intake of calories for an adult male is:	
The guideline daily intake of calories for an adult female is:	

d Nutritional tables contain important information about product ingredients. In addition to Protein name 4 other items you would find on a Nutritional table for a chocolate product.

1	Protein
2	
3	
4	
5	

Task 3

a Use the space below to suggest 2 types of OVERHEADS that a business may have to pay?

1	
2	

b Explain below how you calculated the costs involved in making one bar of your product.

c Complete the following sentences.

A business can make a PROFIT when the selling price is:	
A business spends money on MARKETING because:	

Task 4

a State 4 key pieces of information that you included in your advert.

1	
2	
3	
4	

b Explain below why a business might decide to offer a **PROMOTIONAL DEAL**.

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c Use the space below to give one advantage and one disadvantage of using **CELEBRITY ENDORSEMENTS** to promote a product or service.

<i>Advantage</i>	
<i>Disadvantage</i>	



Task 5

a Use the space below to jot down 3 things you liked and didn't like about your presentation.

	<i>LIKES</i>	<i>DISLIKES</i>
1		
2		
3		

b Use the space below to explain what you liked about your favourite presentation.

c Make a list below of the things you felt you did well during the experience and also the things that you feel you could have done better.

d Use the space below to explain how well you did when working:

Yin <i>Groups</i> or Pairs:	
during <i>Whole class sessions</i> :	
on your own:	

