

## 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](http://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

### Product

What is the product? What does it do? What is special/different (USP) about the product? Why do people need your product?

Target Market? How is it different to other similar product? Competition?

USP = collectible farm animal toys.

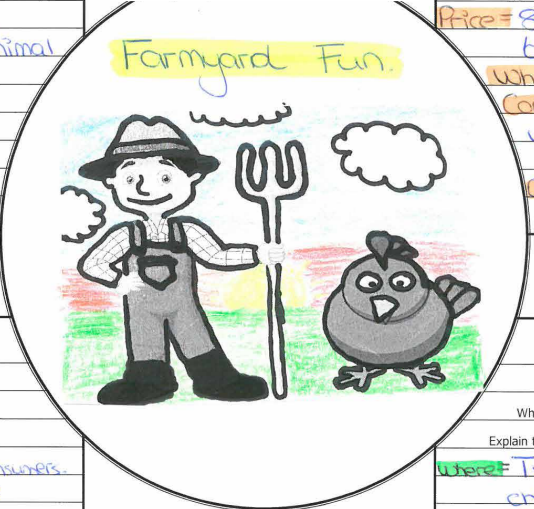
Product = Childrens cereal

Difference = Only natural ingredients used.

TM = Parents of 5-6 yds

Comp = Nestlé cereals

## Your Product



### Price

What is the price of the product? Why did you choose this price?

What are the prices of your competition? Any special offers? Quality or Quantity?

Price = 800g (family Box) = €1.00  
600g = €2.75

Why = Affordable

Competition = Nestlé  
wholegrain cereal = €1.50  
600g

Offers = 2 Family Boxes = FREE Bowl

### Place

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?

Where = Local supermarkets.

Why = Local to potential consumers.

Channel of Distribution =  
Manufacturer → wholesaler  
→ reseller → consumer.

### Promotion

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

Where = TV Ads inbetween childrens shows.

Why = Viewers are children

Character = Farmer Franks

Packaging = Farmyard theme with animals

SC3:

The business plan (marketing mix template) demonstrates an evidence based judgement of the information available to the student. It is completed to a high standard.

**Evidence:** Powerpoint



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

**SC2:**

The students used highly effective research methods to collect data and demonstrated a high level of analysis of their findings. This was evident as they used field (survey) and desk (internet) research, analysis was presented in the form of graphs from survey monkey where results were very evident. Survey was distributed externally to a Mother's WhatsApp group showing initiative and was completed by the correct target market. This also showed excellent evaluation of collective research findings (see Slide 3 of presentation).

**SC2:**

Analysis of the survey findings was presented clearly in the business and project plan (see Slide 12 of presentation).

**SC4:**

The project is completed to a very high standard, is very comprehensive and represents information in a variety of different formats e.g. marketing mix template and powerpoint presentation. The project has outlined all reasoning behind the cereal box design.

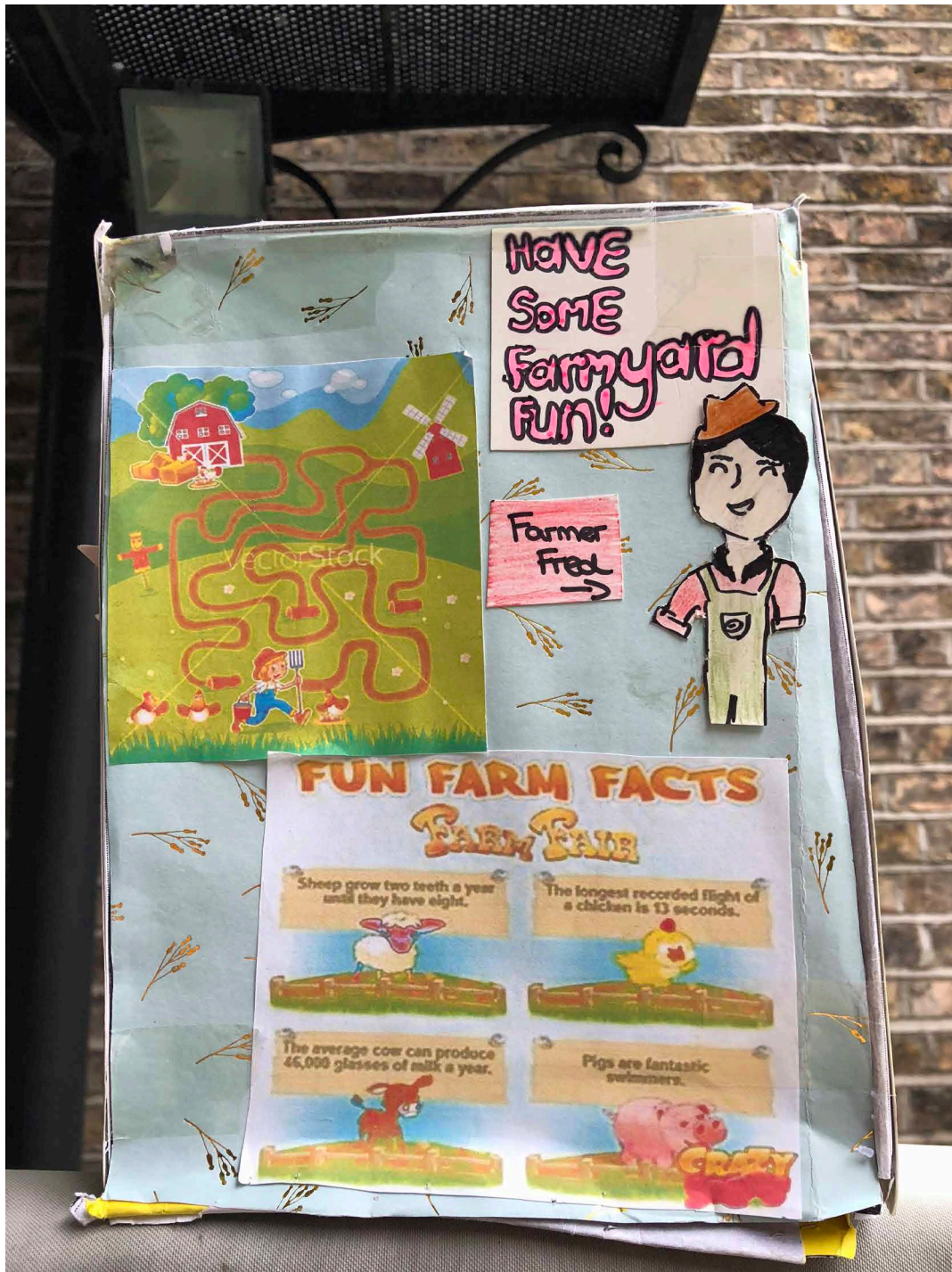
## Evidence: Cereal Box



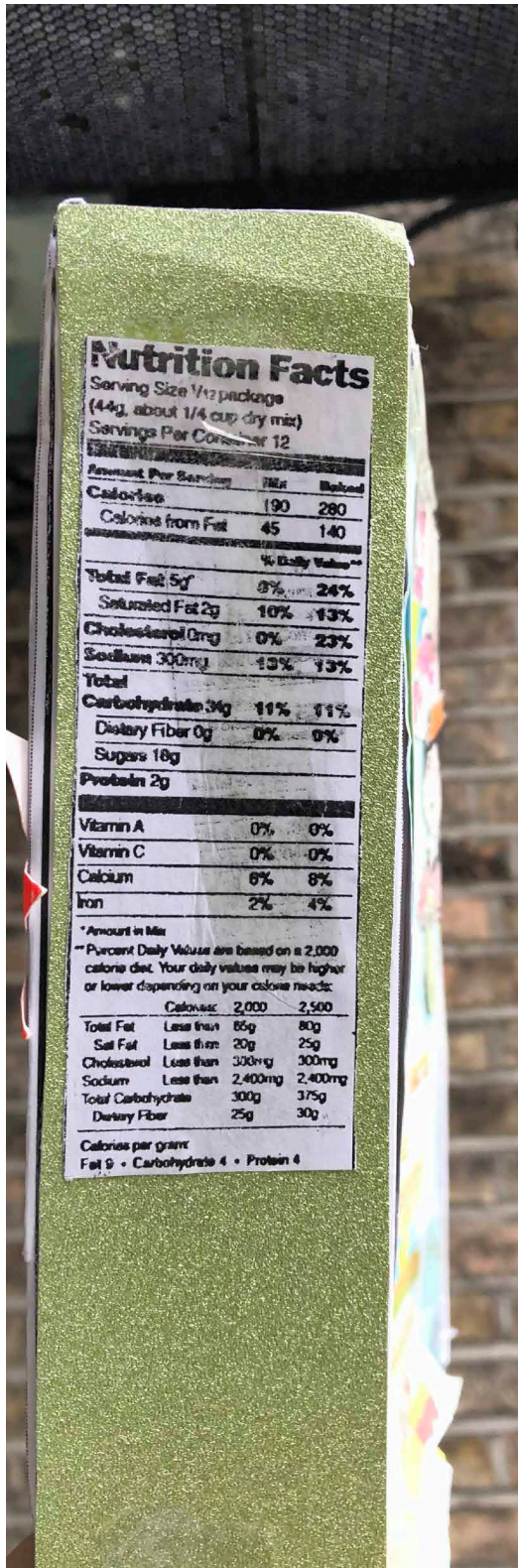
### SC3:

The cereal box prototype is designed specifically with the target market in mind and results from the market research are evident in its design. It was developed to a high standard.

## Evidence: Cereal Box



## Evidence: Cereal Box



## Research: Student A

(3)

### 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 Create a cereal for young children					IP revenue score
Method of research Desk: internet/google			Field (primary) research <input type="checkbox"/>		
Field: Survey monkey			Desk (secondary) research <input type="checkbox"/>		
1.1 Introduction: Outline briefly the purpose of your research					
Desk: I used the internet to get ideas for a name, competitors similar to my product, character ideas, nutritional information					
Field: We used Survey Monkey to create a survey which we sent to parents of our young audience.					
1.2 Method of research: Explain briefly why you have chosen your method of research					
Field - Survey					
We decided to use Survey Monkey because, its more accurate than other methods, and you get replies from various areas to give you a wider brief, much faster & easier to use than other methods. Very convenient & user friendly, environmentally friendly as it doesn't use paper. faster to collect & analyse than doing it by hand.					
1.3 Sources: List your source(s) of information					
I used Survey monkey & logomaker					
1.4 Summary: Give a brief summary of what you found out as a result of your research					
<ul style="list-style-type: none"> <li>• Out of the people surveyed, % preferred vanilla to other flavours.</li> <li>• The parents prefer to have their kids consume nutritional cereal to sugary.</li> <li>• % of parents allow their children to have an input to what cereal is bought</li> <li>• Quantity is preferred over quality</li> </ul>					

**SC 1:**  
The student used highly effective research methods to collect data and demonstrated a high level of analysis of the findings. This was evident as the student used field (survey) and desk (internet) research.

**SC 1:**  
The student could have included some factual percentages on the student research template 1.4



## 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.

I was pleasantly surprised by my findings. I thought parents would dis-courage sugary cereal instead a healthy amount considered it better than additional sources.

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

Our research was very reliable. It was sent to different parents of families with no contact to not make their decision based

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

Our information is not biased as we had 10 different people with no contact with each other to give us their honest opinions.

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

The key message I shall share with my team is the adults need to re-train their child's eating habits to a more healthy lifestyle, before they go down the wrong track

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

We are going to full-fill the consumers needs by making the cereal nutritious instead of sugary.

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

## Reflection: Student A

(2)

### 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"/>
Title of your project Farmyard Fun		Student name J
<p>1.1 Introduction: Provide a brief outline of your project</p> <p>- Design &amp; create a new cereal for our target market.</p> <p>- Name</p> <p>- Slogan</p> <p>- Character</p> <p>Powerpoint or word document explaining our research and choices and four P's.</p>		
<p>1.2 Roles and responsibilities: Describe your key role and your main responsibilities</p> <p>My main responsibility in this project was designing the box, drawing the character and making the logo as I am the more arty person in our group.</p> <p>I helped to brainstorm ideas for the survey when someone else in my group created it.</p>		
<p>1.3 Summary: Give a brief summary of how you contributed to your project during the following activities:</p> <p>(a) How I contributed to researching the project</p> <p>I helped to brainstorm ideas for the survey when someone else in my group created the survey.</p> <p>(b) How I contributed to analysing the research information</p> <p>I compared my results, told my group what these results were and we edited our cereal to suit our consumers wants &amp; needs</p>		

**SC5:**  
 The individual student reflection demonstrates how the student engaged fully in all stages of the project.

**SC5:**  
 Could have been more descriptive in section 1.3. of student reflection

## Reflection: Student A

(c) How I contributed to developing the action plan

I created the logo, box front and character design in the action plan.

(d) How I contributed to compiling the project

I coloured the box front, communicating with my team to see what worked well. I designed our logo on my laptop. I made sure the box looked fun & creative to entice more people to look at it.

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 we worked particularly well as a team, other peoples weaknesses were anothers strong point.

• No difficulties

• The advantages of working in a group are that not all the work is on your shoulders and we all had equal responsibilities that we took well to.

• No disadvantages

1.5 Teacher feedback

**SC 5:**  
 It presents some reflection on the student's experience of group work. It identified advantages of group work but did not identify any challenges or difficulties encountered.

## Research: Student B

1

### 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 create a cereal for children	
Method of research Desk: internet. Field: Survey Monkey	Field (primary) research <input type="checkbox"/> Desk (secondary) research <input type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research Desk: Researched to find competitors and character ideas. Field: Used Survey Monkey to design a survey and sent into Parents Page on Facebook	
1.2 Method of research: Explain briefly why you have chosen your method of research Desk: Accurate <del>People</del> Results. Field: Convenient, it is free the results are accurate and you can survey people from different people	
1.3 Sources: List your source(s) of information Loop maker, Tesco.ie	
1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I discovered that 38% of people preferred vanilla over other flavours. 60% of children have a choice of the cereal they buy. 60% also like receiving gifts in their cereal From our survey most Parents wanted a healthy cereal	

**SC1:**  
The student used highly effective research methods to collect data and demonstrates a high level of analysis of the findings. This was evident as they used field (survey) and desk (internet) research.

**SC1:**  
The student included factual percentages of the findings which demonstrates a very good application of the findings.

## Research: Student B

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.

I was surprised at the amount of people that preferred vanilla flavouring over chocolate.

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

The source of my research is very reliable.

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

No, because we got mothers from different places with different age and gender children.

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

We are going to share that it is completely natural ingredient as a key message.

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

The only finding that will affect our plan is the flavour of the cereal.

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

## Reflection: Student B

(1)

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

Project option: Enterprise in Action Economics in Action Finance in Action	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Title of your project Cereal → Farmyard Fun	Student name v
1.1 Introduction: Provide a brief outline of your project we designed a cereal box with its own, name, design, slogan and <del>cereal</del> a character. Designed a powerpoint explaining our research, LPs and choices.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities my key role in the project was to make and design the box. I also researched the main competitors and compared prices. I analysed the survey.	
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 researched the main competitors and compared prices. I Brainstormed for the survey questions. (b) How I contributed to analysing the research information I analysed the <del>rese</del> results of the survey	

**SC5:**  
 The student reflection demonstrates how the student engaged fully in all stages of the project

## Reflection: Student A

(c) How I contributed to developing the action plan

I created the action plan around our LPS which entailed writing down each concept of the cereal. I decided what work I would do outside or class

(d) How I contributed to compiling the project

I stuck the box together and printed off the games and the nutritional value and chose the character. I communicated with my group members

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


We worked very well as a team, we had no difficulties. The advantages of working as a group were we worked very fast because the workload was divided equally. The challenge was slow ~~at~~ decision making.

1.5 Teacher feedback


**SC5:**  
The student reflection presents reflection on the experience of group work. It identifies advantages of group work and also a challenge of group work.

## Teacher feedback: Overall judgement

### Student A

Above expectations: 

### Student B

Exceptional: 





Farmyard Fun

## Introduction

Slogan: 'The fun way to start your day'

Farmyard fun is a product children aged 3-10 the idea of our product is to allow children to see the fun side of breakfast with animal shaped , all natural ingredient cereal. Our games at the back of our cereal allow the mind to be exercised in the early parts of the day. Like we say it's "the fun way to start the day"



# Farmyard Fun

# Summary

- We first brain stormed we asked ourselves who's our target market what flavor should our cereal be. We originally picked a cereal designed to help you get energy for your sport however we then moved past that and decided to make our market broader by designing a product for children. We then asked ourselves what will make us stand out ? and that's how we came up with the idea of a all natural all organic cereal made with only the finest ingredients made locally here in Rathleek farm.
- We then created a survey asking the mothers of children what would they like to see in a product for there children we did this on survey monkey and then sent our link to the "Dunboyne mum" group and got a total of 18 responses, we then began to design our box.
- We analyzed our results and made decision on the design of the box
- We created the box using the survey results and other research.
- We made a power point with our business plan
- We reflected on the process.

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# Action Plan

Product, Price, Place, Promotion



Farmyard Fun

# Product

- **USP (Unique Selling Point)** = collectable farm animal toys and natural ingredients
- **Product** = children's cereal
- **Difference** = ONLY natural ingredients (our survey results said this was important)
- **Target market**= parents of children aged 4 - 10
- **Competition** = Kellogg's , nestle



# Our Product

- Farmyard Fun is grown locally in Rathleek Farm , Dunboyne with all natural local, ingredients.
- John Kenney is our head farmer at Rathleek farm.



# Place

- **Where** = Local supermarkets
- **Why** = Local producer to potential customers
- **Channel of distribution** = manufacturer - wholesaler – retailer – consumer



# Price

- **Price** = 800g (family box) = €4.00
- 600g = €2.75
- **Why** = affordable as our survey said price affects our target market choice of food (60% said yes or sometimes)
- **Competition** = Nestle , Kellogg's (see picture) cheaper but our cereal is better quality and nutrition.





# Price

Grain ~ 9c

Other ingredients ~ 4c

Packaging ~ 8c

Manufacturing ~ 28c

Retailer costs ~ 56c

Advertising ~ 85c

~~~~~

TOTAL : 1.90

Profit= 2.75 -1.90 = 0.85

Margin =  $.85/2.75 \times 100/1 = 30.9\%$



# Promotion



- **Where** = TV ads in between children's shows
- **Why** = Viewers are children and our survey said that 60% children have a say in what cereal their parents buy.
- **Character** = Farmer Frank as a incentive to buy we
- give free soft toys with every box
- **Packaging** = Farmyard theme with animals

# Conclusions and Recommendations

- *If we were to do this project again we would try avoid conflict with our decision making. We could not decide on a name, maybe we should have asked this in our survey and let the people decide.*
- If this was a real project we would need to properly calculate our expenses

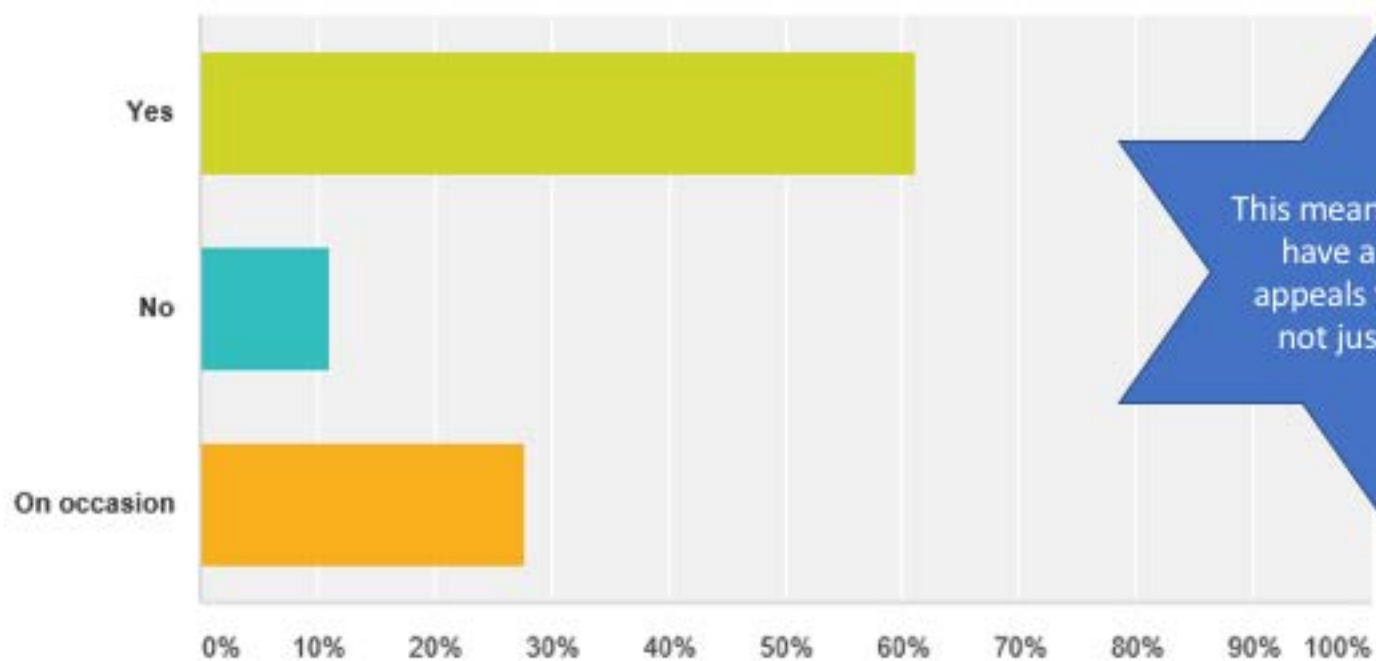
Field Research  
Results  
and  
Research  
Analysis



**Farmyard Fun**

## Does your child have a say in their cereal ?

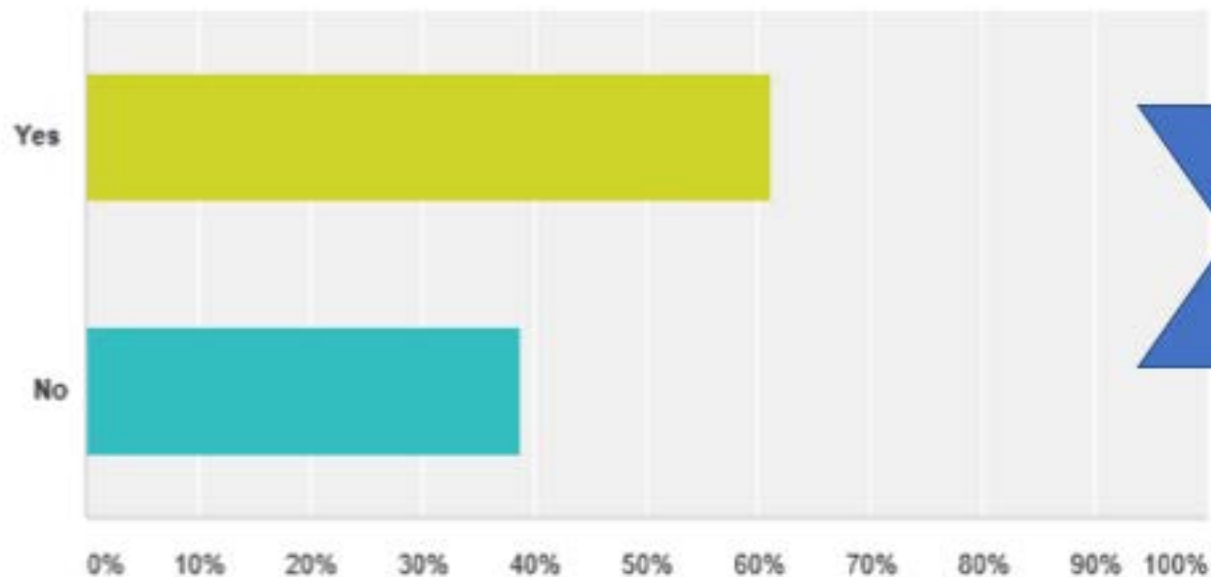
Answered: 18 Skipped: 0



This means we should have a box that appeals to children not just parents

## Do your children enjoy gifts in their cereals ?

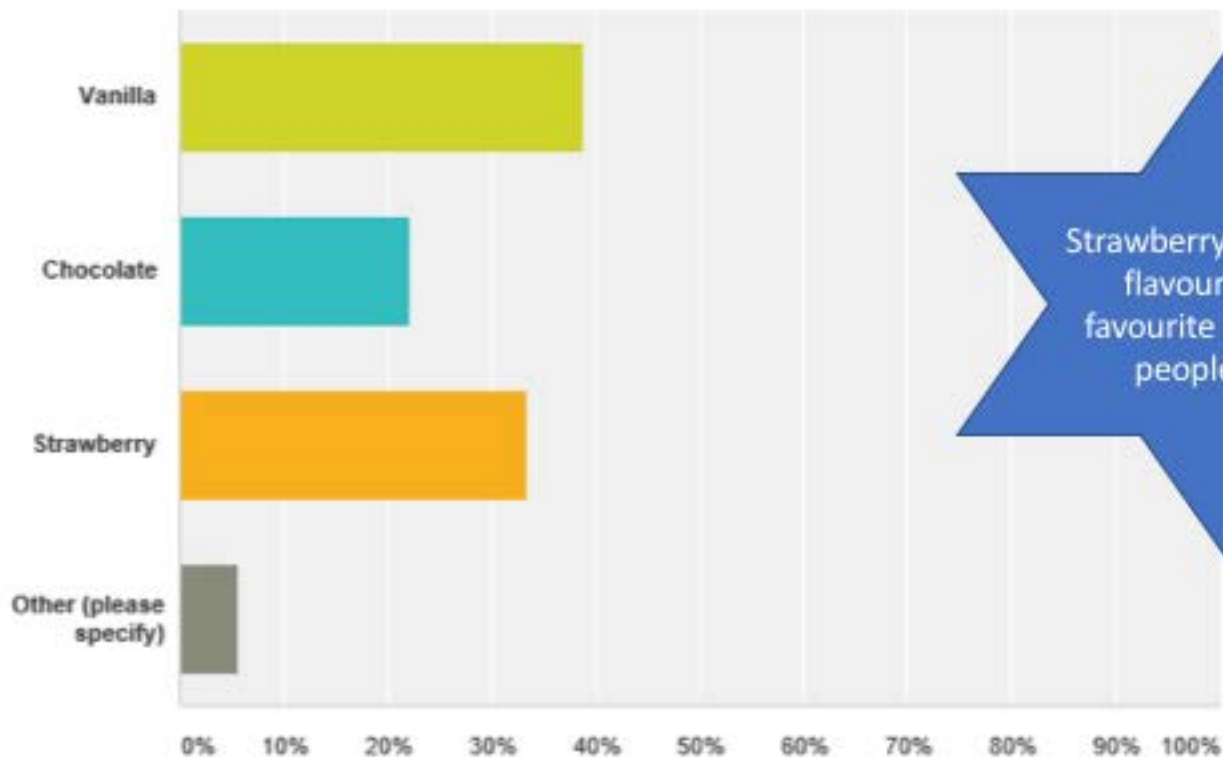
Answered: 18 Skipped: 0



Maybe we should think about free gift as a way to attract children to our cereal

## What is your favourite flavour ?

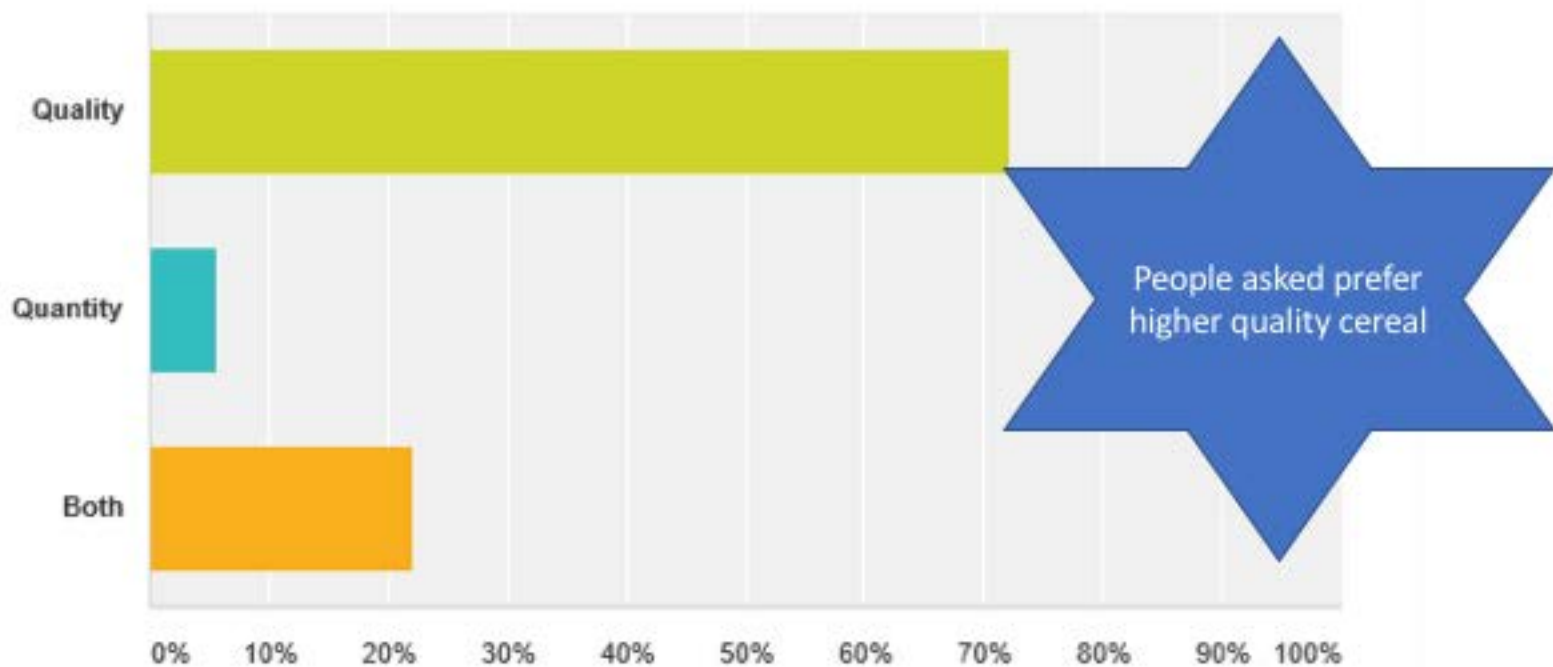
Answered: 18 Skipped: 0



Strawberry and Vanilla  
flavour are the  
favourite flavours of  
people asked

## Do you prefer quality or quantity ?

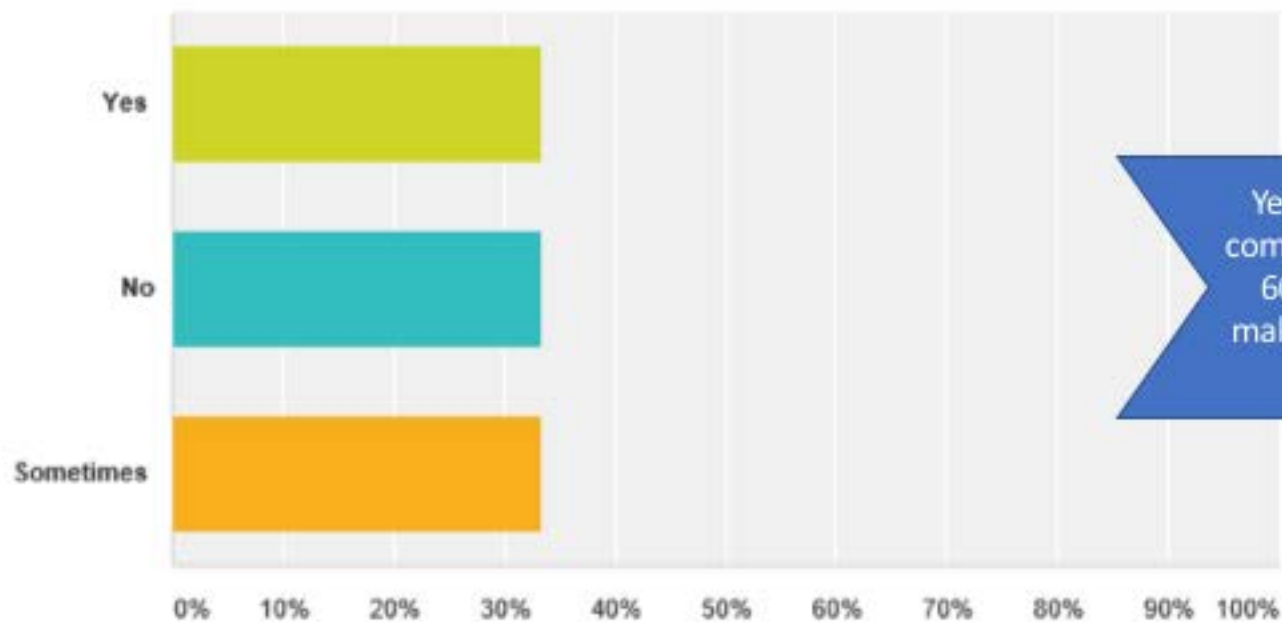
Answered: 18 Skipped: 0





## Does price affect the food you purchase ?

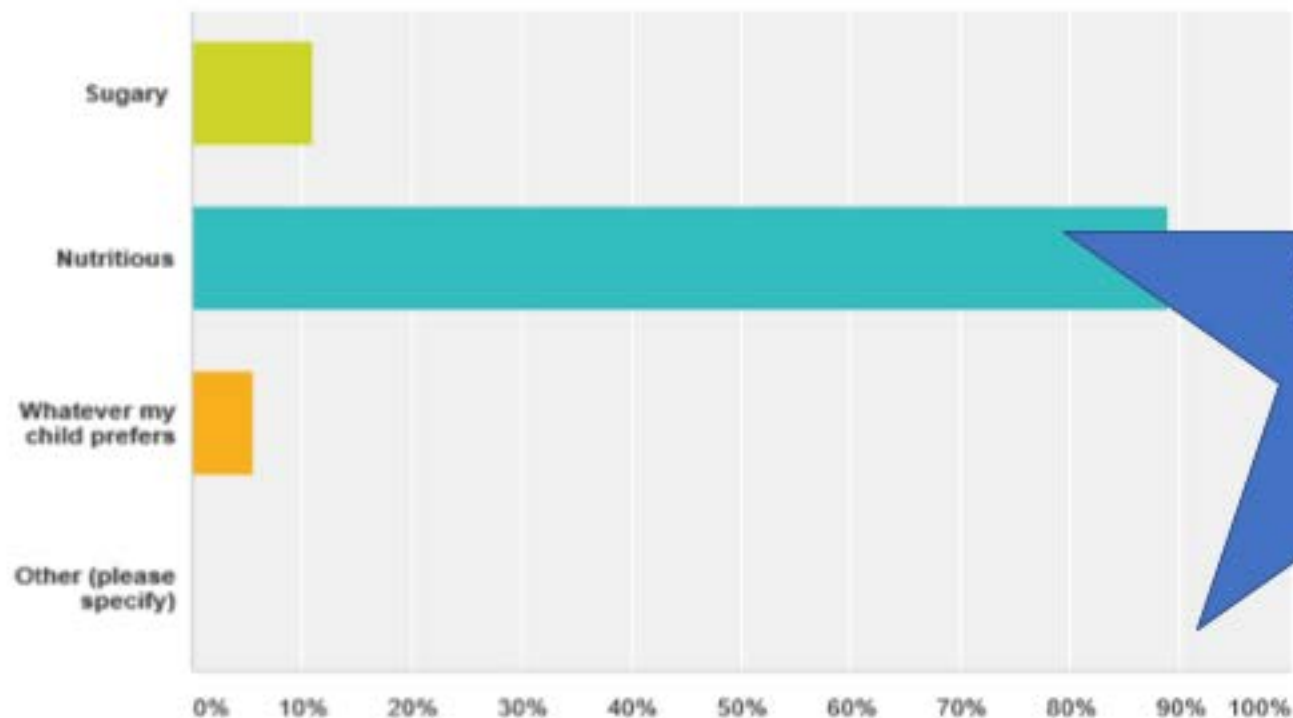
Answered: 18 Skipped: 0



Yes and sometimes combined would make 60% so we should make sure the price is not too high

## would you prefer your child's energy came from sugary or nutritious cereal/

Answered: 18 Skipped: 0



A healthy cereal is important so we will use natural ingredients