

## **Market Analysis Checklist**

- Who is the target audience for your product? \_\_\_\_\_  
*For example, will you be marketing to young children, teens, parents, senior citizens?*
- Research to determine the qualities your target audience prefers in a trail mix. This can be done through a survey. Surveys may be conducted through social media, paper and pencil, or other appropriate methods. For example, ask your audience to list their top three ingredient choices for trail mix.
- Number of people surveyed. \_\_\_\_\_ Method of survey used. \_\_\_\_\_  
Three most popular trail mix ingredients based on survey results. \_\_\_\_\_  
\_\_\_\_\_
- Determine a name for the new product.
- Determine a slogan for the new product.
- Design an advertising campaign that is adapted to the target audience.
  - ▶ Your team will present your final trail mix product and advertising campaign to the class at the end of the project.

## **Graphic Design Checklist**

- Create a label for the product that includes:
  1. Product name
  2. Product slogan and logo
  3. Ingredients and storage requirements
  4. Nutritional information (*model format after traditional food labels*)
  5. Recommended serving size
  6. Attractive graphics that are appropriate for the target audience
- Find an appropriate container for the product and attach the label.
- Design artwork for product advertising campaign.

## **Food Chemistry Checklist**

- Prepare three, slightly different trail mix recipes based upon preferred ingredients from your survey results. Prepare approximately  $\frac{1}{4}$  cup of each of these recipe variations. Your trail mix's taste, texture, smell, and appearance will all play a role in how well your product is rated.
- Conduct a taste test among your team members to determine which of your three trail mix recipes is the best. Use the taste test guidelines and score sheet on pages 16 and 17.
- Once your team has determined the best trail mix recipe from the taste test, you will fine tune that recipe to develop one cup of your final trail mix product. Carefully record:
  1. Ingredients
  2. Measurements
  3. Procedure
- Conduct multiple trials to ensure the recipe can be replicated.
- Determine the shelf life and storage requirements after opening the product.
- Provide all the information that is needed to graphically design the product label.
- Research the regulatory compliance necessary to sell your product to the public.

## **Cost Analysis Checklist**

- Use a spreadsheet to determine the cost of the following product components:
  1. Ingredients (*research bulk food prices online or by visiting local grocery stores*)
  2. Packaging
- Determine pricing for your trail mix.

*Example Spreadsheet*

Ingredients list	Ounces of each ingredient per one cup of trail mix	Cost per ounce (Note: 1 lb = 16 oz)	Cost of each ingredient per one cup of trail mix
<i>Almonds</i>	<i>4 oz</i>	<i>\$0.43</i>	<i>\$1.72</i>
Total Cost of Ingredients:			

- What is the total cost of all ingredients in the cup of trail mix you created? \_\_\_\_\_
- How much does one cup of your trail mix weigh? This number should be listed on your package. \_\_\_\_\_
- How much does the package for your product cost? \_\_\_\_\_
- Factor in the appropriate percent markup of your cost in order to make a profit. What price will you set for one cup of your trail mix? \_\_\_\_\_
- List three possible methods for shipping your product to one specific store and the pros and cons of each shipping method. \_\_\_\_\_