

Beef Stew Delight



Classroom Information

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Product

Beef Stew Delight

Ingredients:

1 pound boneless beef chuck/tip/round roast, 1 tsp. of salt, 1 tsp. of pepper, 3 cups of water, 2 medium chopped carrots, 1 chopped green bell pepper, 1 chopped potato with the skin still on, 1 chopped stalk of celery, 1 chopped small onion, 1 bay leaf

Steps:

Cut beef into chunks, put beef in the crock pot with salt, water, potatoes, carrots, peppers, celery, onion, and the bay leaf, then slow cook for 3 ½ hours, and salt and pepper to taste. Enjoy!

Market Analysis

Target Audience

Our ideal customers will be families, couples, and people who like the food. Customers' ideal interests are quality food and good services (waiter services). The most influential factors when purchasing the beef stew they would pick which type and what amount of certain things in the beef.

Market Testing

Taste tests will be performed by giving small little samples to customers to decide if they will buy it or not. Things people would not like about our product is the taste of it or they may be unsure of the quality of the food. The container we will use for our product will be a plastic bowl with a top.

Cost Analysis

| <u>Ingredients</u> | <u>cost</u> |
|-------------------------|-------------|
| <u>Beef chuck roast</u> | <u>0.42</u> |
| <u>potatoes</u> | <u>0.62</u> |
| <u>Bell peppers</u> | <u>0.39</u> |
| <u>onions</u> | <u>0.42</u> |
| <u>carrots</u> | <u>1.00</u> |
| <u>celery</u> | <u>0.39</u> |
| <u>salt</u> | <u>0.14</u> |
| <u>pepper</u> | <u>0.35</u> |
| <u>Bay leaf</u> | <u>0.86</u> |
| <u>water</u> | <u>0.21</u> |

Total: \$3.81

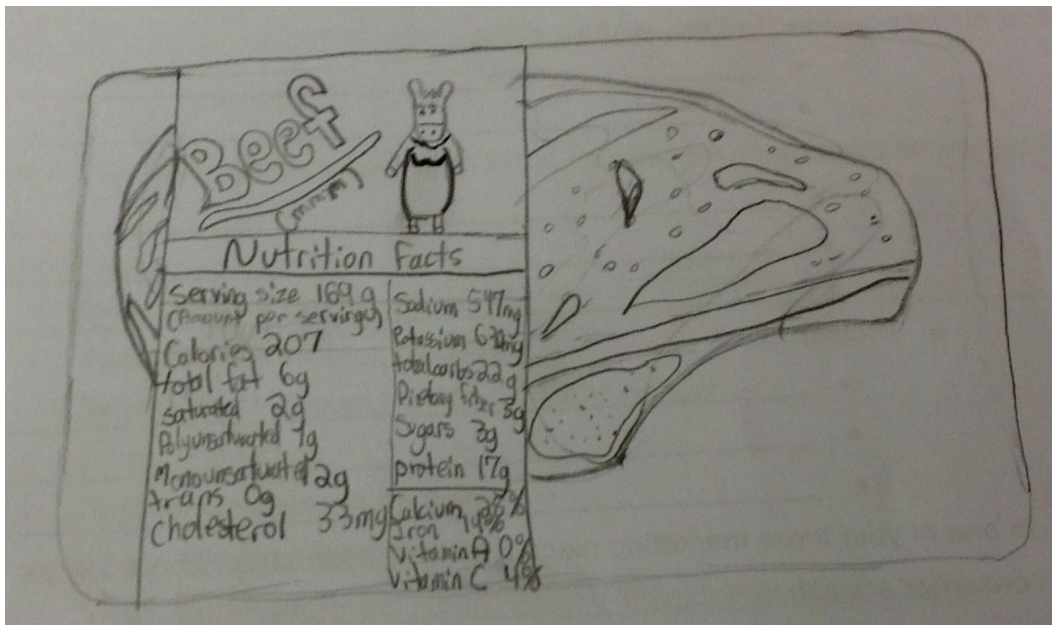
our container will be a plastic bowl with a top. The shipping cost is \$1.00. Our price for the beef stew is \$2.50. The margin cost is about \$0.75.

Marketing Plan

Hangry? Don't eat your shoe, eat our beef stew.

Interested in our mouthwatering Beef Stew Delight? Satisfy your taste buds in our family friendly restaurant. Hurry down before you lose the opportunity to devour our well known Beef Stew Delight, along with other pleasant homemade goodies before someone else eats it up!

Label:



Commercial and podcast are in separate files.

Beef Nutrition

ZIP Analysis:

Zinc:

- ❖ Found in white blood cells
- ❖ Needed for your immune system to properly work
- ❖ Used by body to naturally heal wounds

Iron:

- ❖ Found in every cell of the body
- ❖ Gives red blood cells the strength to carry oxygen to our organs
- ❖ Required to make our bodies properly work

Protein:

- ❖ Used for energy
- ❖ Used as an enzyme that starts reactions in the body
- ❖ Cellular repair (repairs cells)

Storage and Handling:

The beef should be stored in an air-tight container, and refrigerated. The potatoes can be stored in room temperature, until cut or cooked. Then, they should be refrigerated. The bell peppers can be stored in the fridge. Bay leaves can be stored in the fridge if they are fresh. If they are dried, they can be stored in room temperature. Onions can be stored at room temperature, until they are used. Then they can be stored in the fridge if you used a portion of it, Celery can also be stored in the fridge.