

September 2021

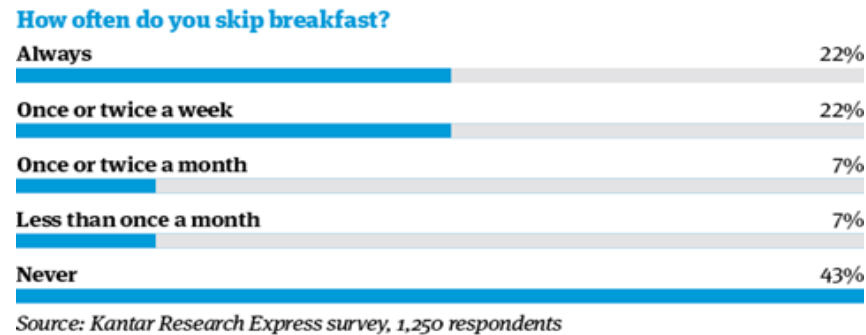
Business A-level introduction



Developing a breakfast product



Your assignment is based upon the following scenario. Read it carefully and don't ignore the detail.



55% of people eat it at home every day, almost half (49%) sometimes eat breakfast out of home [on-the-go]. The bad news? Nearly a quarter of Brits skip breakfast every day.

The good news? Time-pressed consumers are fuelling the market for on-the-go options. Products which tick the health and convenience boxes are booming. But do is there still plenty of love for a full English or a bowl of cornflakes?

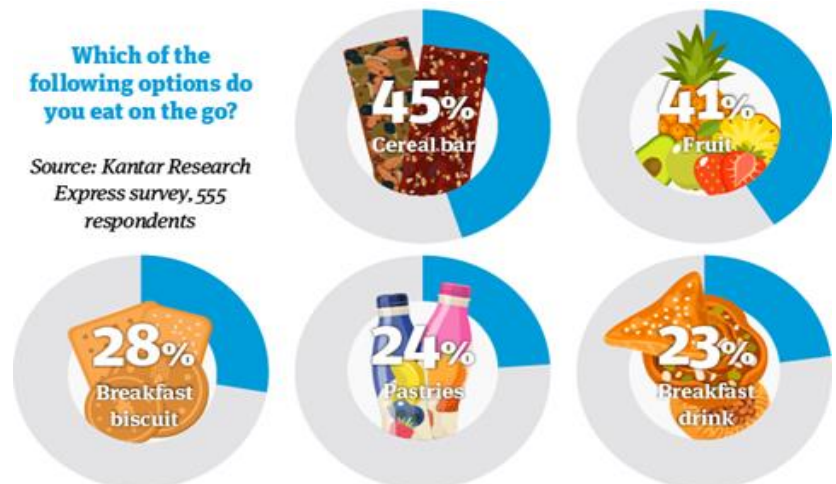
Parents are more likely to go hungry in the morning. 27% say they always skip breakfast, compared to 20% of non-parents.

Busy Londoners are more likely to go without. Just over a quarter miss breakfast every day, compared to 18% in Yorkshire and the Humber.

The most likely to miss the meal are the 35 to 44-year-old age group. 30% will always skip breakfast, compared to just 12% of over-65's. This largely retired group is a champion of breakfast, perhaps because they have more time. Indeed, two thirds of 65+ age group say they never miss out on brekkie.

Which of the following options do you eat on the go?

Source: Kantar Research Express survey, 555 respondents



35 million UK adults eat breakfast out every year, with the demand twice as strong for millennials. The most popular places to enjoy breakfast out of home are as follows:

- 46% café
- 27% hotel
- 28% fast food establishment
- 20% restaurant
- 13% pub



Business is all around you every day, it isn't hard to see how will affect your future. Brexit is one example. How will Covid-19 affect business? What impact will Government intervention have and how will it impact on global trading? Business is a forward looking subject and requires writing in context.

You will learn how to develop skills of:



1. analysis and evaluation
2. an awareness of business in the real world
3. independent research
4. showing logical chains of argument
5. understanding business terminology and identifying business models

You will begin learning some of these skills over the next few weeks. You will be:

- researching current products on the market
- find out what customers might want from a new breakfast product
- create a name and brand for the new product
- design and produce packaging
- create advertising material for the new product's launch.

Task 1: Research

Before creating new products, the first task should be to look at what is already available. This avoids creating a product too similar to one that already exists. It also lets you see what works well and what doesn't. It encourages you to think about current trends and fashions with regards to customer behaviour.

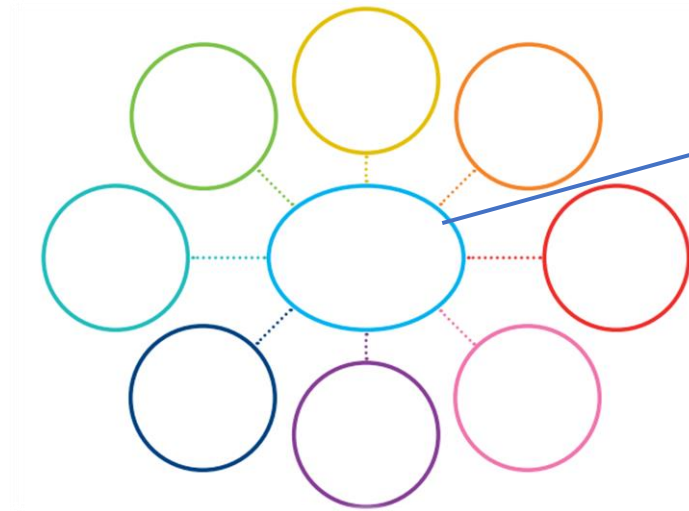
1. Create a table with five headings – see the table below to help you.
There's no need to include the grey text, that's just to help you out!
2. Look at your notes from last lesson and the activity. What did you find if your fridge? Kitchen cupboards? Research **four** different breakfast products or services that are already available in the United Kingdom.
You can focus on York or Yorkshire (or maybe a specific region)

Product	Details	Packaging	Target market	Advertising
Place an image of the product in this column	Descriptions of product – what is the price? where can you buy it? is it sold in specific shop? - plus any information you think is important?	What is the packaging like? is there lots of plastic? can anything be recycled? is it designed for specific customers (like children)?	Who is this product aimed at? And why do you think this is the case?	Research any adverts that have been produced. do they exclusively use social media platforms? are they aimed at any groups?

Task 2: Market Research

PART 1

Before a company can even think of launching a new product, they have to find out what their customers actually want. There is little value in designing and launching a product if no one actually wants it. If there are no buyers then resources are being 'mis-allocated' and wasted. This makes businesses inefficient and less profitable.



What should you find out from [new] potential customers in order to make your product a success?

In the centre, write your title – **what customers might want**

Now start planning and thinking about what makes your product different. What are thinking of providing it? Does it fit into what buyers want? Research and plan your ideas and thoughts.

Part 2

Using your ideas and brainstorming from part 1, create a questionnaire that aims to find out what customers want from a breakfast product.

*Remember when creating your questionnaire, you leave space to jot down answers. Choose carefully between **closed questions** (ones that have responses you've provided) and **open questions** (ones that allow respondents to freely answer the question). You should create 12 questions.*

Task 3: Product planning and brand name

The next challenge is making your **idea come to life**. What makes your product different than what's already available? Why will customers want to buy it?

Part 1

Using the grid below, brainstorm your ideas. Make sure you can write down at least one thing next to each picture/term.



Product Planning

To help you create your product, use all of your research so far to answer the questions below.

What will the brand name of your breakfast product be?

Where and how do you hope to sell your product?

Describe your product – tastes or flavours, sizes or even colour?

Who will buy your product? Is it aimed at a specific group?

What type of packaging do you want?

How would you like to advertise your product?

Product packaging

We often buy products based on how they look and feel. Its why high-street shops exist. Why restaurants and café bars want good reviews. Why celebrity endorsements and sponsorship deals are important.



I would like you to plan and design your packaging and logo. There are some examples to get you thinking below.



Task 4: Summary and evaluation

You have been making important decisions based upon an idea. Welcome to business 😊

You've designed a product after finding out what people want. You've made decisions based on products that already exist and thought about your new customers.

You now need to summarise what you have done. The easiest way to do this is by presenting your ideas. In no more than **six** PowerPoint slides, present your product. The list below is to help you think about what to put into each slide.

- details about the name and why you chose it
- informational and details about the audience of your product – who are you hoping will buy it?
- Explain how your packaging suits your customers – don't forget to show us what you have designed
- what is the selling price and why?
- where will the product be sold and why?
- what promotions will you do when the product is launched? why will you do this?
- what advertising campaigns will you run?

Print out your presentation (when done) as a hand-out and email me a copy shazma.white@boothamschool.com