

# Presentation and Design

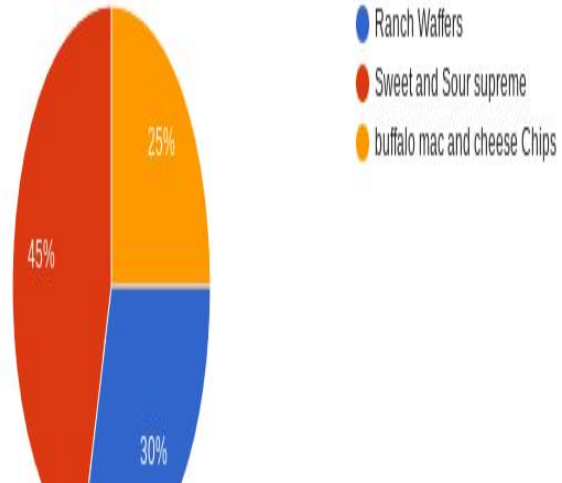
By Angel Martin, Daisia Joyner, Alexandra  
Jones

# How we choose this new flavor chip

Which out of the 3 flavors would you most likely eat ?



20 responses



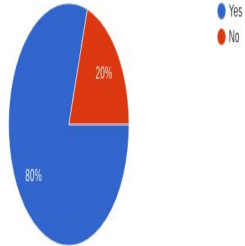
Why you chose this new potato chip flavor as your product?

We chose this flavor because nobody really thinks sweet and sour they always think sweet and spicy. We also did a data sheet and sweet and sour was the most voted flavor.

# The data we used to come up with are new flavor chip

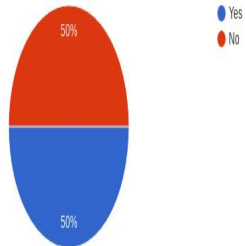
Would you eat sweet and sour supreme ?

20 responses



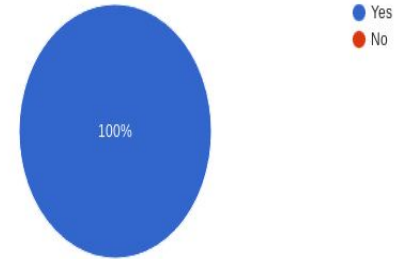
Would you eat buffalo mac and cheese Chips ?

20 responses



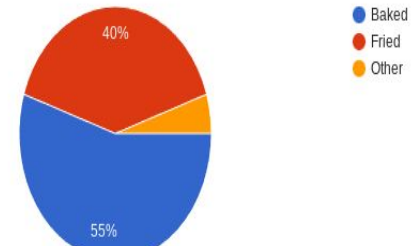
Are you open to eat new chip flavors ?

20 responses



Do you like your Chips Baked or Fried ?

20 responses



What makes your potato chip flavor different from others on the market? Who is your competition?

What makes our Potato chip different from others is the flavor and bright colors that make you hungry and want more. We are in Competition with Lays and Takis , Pringles.

What is the price of your new potato chip and where will it be sold?

The price of our family size bags of chip are \$4.30, the small bags are for \$2 for a \$1, the middle size is \$1.15 and it will be sold everywhere. The price will go up as sales increase or the scarcity of products.

Explain how you used the data in your overall marketing strategy.

First, we took a survey to see what chip flavor they would like

Second, we had 20 people take the survey most wanted Sweet & Sour

Next, we had made a chart to show how many people took the survey



# Copy of New Flavors For Chips (Responses)



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A1	Timestamp									
	B	C	D	E	F	G	H	I	J	
1	Email Address	Score	Are you open to eat new	Do you like your Chips B	Would you eat Sweet and	Would you eat buffalo ma	Would you eat Ranch Wa	Which out of the 3 flavors would you most		
5	dinya.bush@students.sccpss.com		Yes	Fried	Yes	No	No	Sweet and Sour supreme		
6	abraya.wigington@students.sccpss.com		Yes	Baked	Yes	No	No	Sweet and Sour supreme		
7	ashley.dixon@students.sccpss.com		Yes	Fried	Yes	No	yes	Sweet and Sour supreme		
8	ashlie.lacue@students.sccpss.com		Yes	Fried	Yes	Yes	yes	buffalo mac and cheese Chips		
9	madison.davis7@students.sccpss.com		Yes	Baked	Yes	Yes	yes	Ranch Waffers		
10	raven.evans@students.sccpss.com		Yes	Fried	No	No	yes	Ranch Waffers		
11	laynie.calero@students.sccpss.com		Yes	Baked	Yes	No	yes	Sweet and Sour supreme		
12	andrize.bolton@students.sccpss.com		Yes	Baked	Yes	Yes	yes	Sweet and Sour supreme		
13	siniyah.brown@students.sccpss.com		Yes	Baked	Yes	No	No	Sweet and Sour supreme		
14	kaya.macintyre@students.sccpss.com		Yes	Fried	Yes	No	yes	Sweet and Sour supreme		
15	daniel.zamora@students.sccpss.com		Yes	Baked	No	Yes	yes	Ranch Waffers		
16	kahlise.jackson@students.sccpss.com		Yes	Fried	Yes	Yes	yes	Ranch Waffers		
17	major.fate@students.sccpss.com		Yes	Other	Yes	Yes	yes	Ranch Waffers		
18	shayne.hamilton@students.sccpss.com		Yes	Baked	Yes	No	No	Sweet and Sour supreme		
19	karina.mcneal@students.sccpss.com		Yes	Baked	Yes	Yes	yes	buffalo mac and cheese Chips		
20	karina.mcneal@students.sccpss.com		Yes	Baked	Yes	Yes	No	Sweet and Sour supreme		
21	anastasia.thomas@students.sccpss.com		Yes	Baked	Yes	Yes	No	buffalo mac and cheese Chips		
22										
23										



Form Responses 1

Explore





# Resources

<https://www.eatthis.com/most-popular-potato-chips-brands/>

<https://www.youtube.com/watch?v=kTfAsdwMn68&t=962s>