



New Potato Chip Flavor Market Research

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About our Brand

- Our chips are Limited Edition
- We been in business for 3 years
- Mission statement: Potato Pop brand mission is to be well known throughout America also to be one of the famous and most popular brand.

Market Research Process

*Include the link to your survey and your QR
Code here*



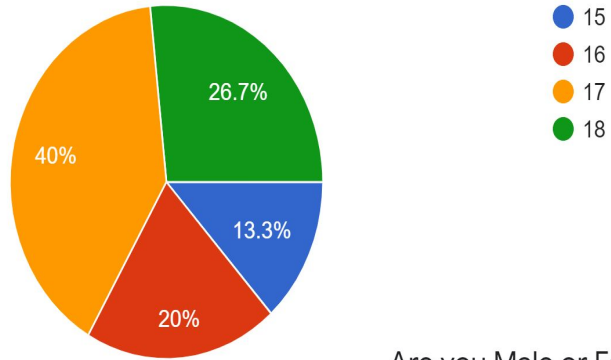
Copy and paste your QR code here

[https://docs.google.com/forms/d/e/1FAIpQLSckqUZ
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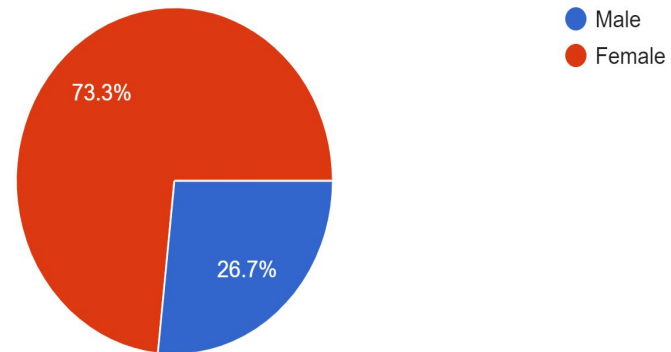
How old are you?

15 responses



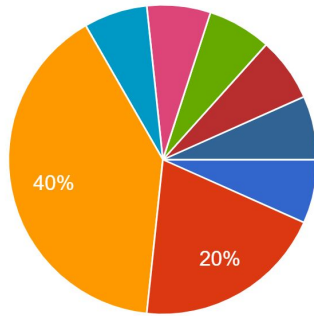
Are you Male or Female?

15 responses



What Type of Chip Brand do you like?

15 responses

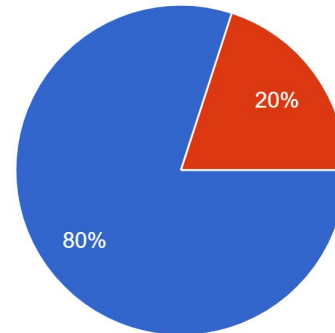


- Miss Vickies
- Ruffles
- Pringles
- Old Dutch
- Humpty Dumpty
- Lays
- Hot Funyuns / chesters
- Chester's

▲ 1/2 ▼

Do you like your chips spicy or mild?

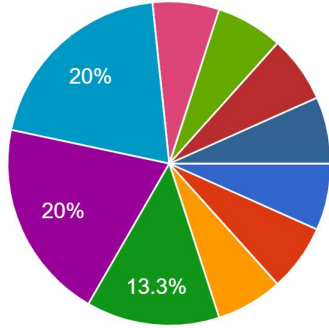
15 responses



- Spicy
- Mild

Which flavor chips do you regularly buy/eat?

15 responses



- Plain
- Salt & Vinegar
- BBQ
- Sour cream & Onion
- Dill Pickle
- Spicy
- Salt & vinegar, bbq, dill pickle, or plain
- Spicy

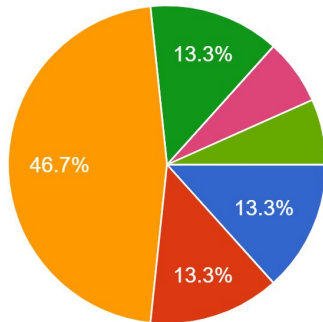
▲ 1/2 ▼

What do you look for first when buying potato chips?

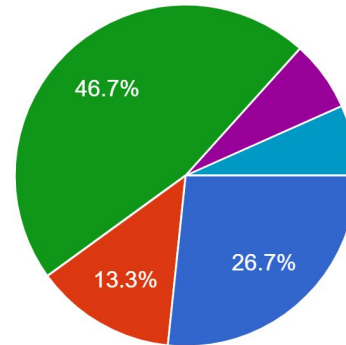
15 responses

What sauces do you like on your food/vegetables?

15 responses



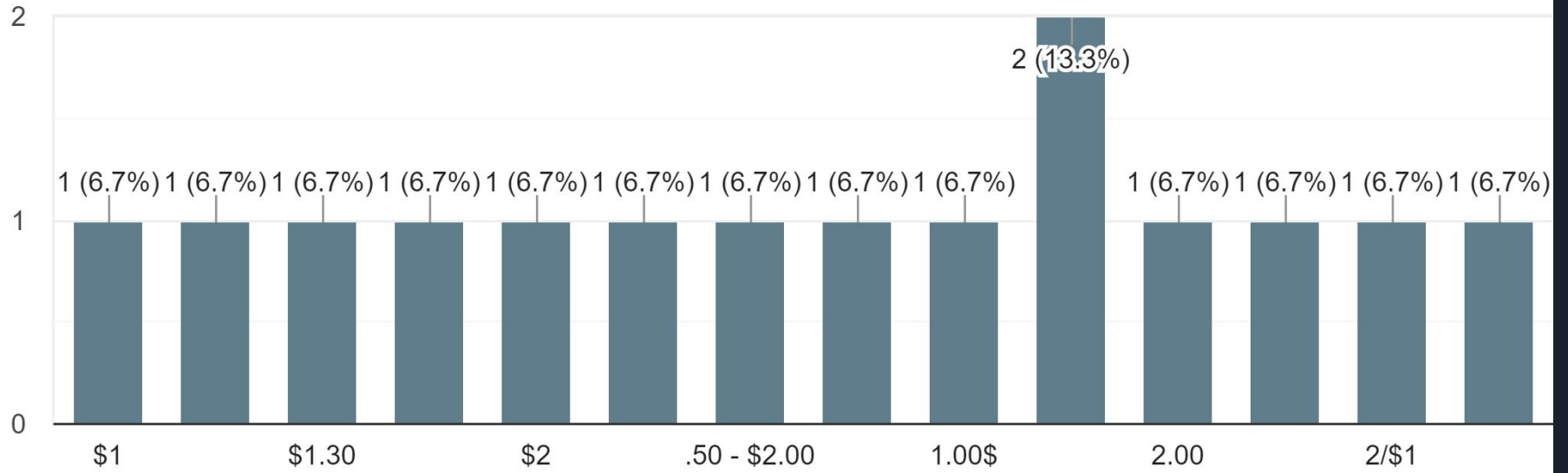
- Ranch
- BBQ
- Hot Sauce
- Honey Mustard
- Sweet and Sour
- Teriyaki
- Allum
- polynesian



- Price
- Packaging
- Quality
- Flavor
- All of the above
- All of above

What should be the price for the chips?

15 responses



Location:

7 - Grocery Store

5 - Corner Store

4 - Gas Station

Introducing our New Potato Chip Flavor!

Type the name of the potato chip and include the image of your designed potato chip bag. Limited Edition

Sweet & Spicy
Dill Pickle

LIMITED EDITION

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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Net WT 1 1/2oz (42.5g)



Price

How much will charge for your potato chips? \$1.50 Regular size bag

How did you come up with your price? We had a discussion as a group to discuss a reasonable prices for customers



Location

Where will you sell your potato chips? Corner stores and gas station: Family dollars , Parkers, Race Track, M Market, QT, Krogers



Competition

Who are your competitors? Newcomers are definitely our biggest competitors since we were basically a new company as well, our goal is to be one of the leading companies but our first priority is singling out or recent competitors.



Thank You! Questions?

