

BUSINESS EDUCATION PROJECT

Course Title: Business & Technology

Project Name: New Potato Chip Flavor Market Research

Time: 10 - 15 hours

Objectives:

- Design and implement a market research survey.
- Record and analyze the market research data using spreadsheet software
- Create a new product based on the result of the survey.
- Work effectively with others in a team
- Present an effective presentation

GPS Standards:

- BMA-BT-1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.
- BMA-BT-1 1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.
- BMA-BT-5 Master use of spreadsheet software to analyze, organize and share data from a spreadsheet while presenting the data visually in a business environment.
- BMA-BT-8 Develop personal leadership skills to work on teams, teach others, serve customers, lead, negotiate, and work effectively and efficiently in a business environment.
- BMA-BT- 2.1 Utilize information and technology tools to conduct business effectively and efficiently to work in the digital world.
- BMA-BT- 2.5 Apply basic design principles to documents to produce professional quality products.
- BMA-BT-11.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Materials Needed:

- Student Handouts
- Assessment of Documents Rubric
- Assessment of Presentation Rubric
- Computer software with word processing, spreadsheet, and presentation capabilities

Resources Needed:

- Internet

Interdisciplinary Involvement:

- Computer Applications, Marketing

Step-by-Step Instructions:

1. Students are divided into groups with three to four members per group.
2. The teacher distributes and discusses the project handouts.
3. Students start working on the project.
4. The teacher will monitor the progress of the students.

Part 1: General Instructions

1. Divide into teams of 4 (or less depending on numbers). Each person must select a role and/or task to complete in the project.
2. Develop a 6 -10 question market research survey to research what would be the best type of new potato chip flavor to sell to youth between the ages of 15-18.
3. Obtain at least 10 unique responses to your survey. You will have to submit your completed responses from your research.
4. Record and add your totals in a spreadsheet software program.

Part 2: Information to be Included in Project

1. You must use your research to create a NEW potato chip and flavor (something that is new or different from those on the market now).
2. Each group must:
 - Design a brand name, logo and slogan for your new potato chip
 - Create a graphic image of the potato chip bag showcasing the new flavor.
 - Create a presentation that includes the following:
 - The newly designed potato chip flavor bag
 - Explanation of why you chose this new potato chip flavor as your product and how you used your data to come up with the new flavor.
 - What makes your potato chip flavor different from others on the market? Who is your competition?
 - What is the price of your new potato chip and where will it be sold?
 - Explain how you used the data in your overall marketing strategy.
 - Present your presentation to the class. Each group must have a part in the oral presentation.
3. What your group will submit:
 - Your survey
 - Spreadsheet data with charts
 - Graphic image of potato chip bag
 - Completed survey responses
 - Brainstorming notes
 - Project Presentation

**New Potato Chip Flavor Market Research Project
Action Plan**

Assignment	Person Responsible	Due Date

**New Potato Chip Flavor
Market Research
Project Presentation Rubric**

Names of Students in Groups: _____ **Date:** _____

	Unacceptable =0 points	Fair = 6-7 point	Good = 8-9 points	Excellent =10 points	Points Given
Market/Research Survey	Not submitted	Team submitted market research survey with less than 6 questions	Team submitted market research survey with at least 6-9 questions	Team submitted a market research survey with <u>at least 10 questions</u>	
Survey Responses	Not submitted	Team collected less than 10 unique responses to the market research survey	Team collected at least 10 unique responses to the market research survey	Team collected more than 10 unique responses to the market research survey	
Product	Not submitted	Team created a potato chip product that has more than two characteristics of a potato chip product already on the market	Team created a potato chip product that is <u>somewhat</u> new or different from those on the market now	Team created a NEW potato chip product that is <u>new or different from</u> those on the market now	
Visual image of the product	Not submitted	A visual graphical image of the product is created but <u>does not show creativity or uniqueness.</u>	A visual graphical image of the product and has some unique features.	A visual graphical image of the product is created and designed that is unique and creative	
Spreadsheet Software	Not submitted	No spreadsheet software was used to record or analyze data.	Spreadsheet software was used <u>but not accurately</u> to record the data from the market research.	Spreadsheet software was used <u>accurately</u> to record and analyze the market research data. Charts were created in the spreadsheet software using the market research data.	

Product Branding	Not submitted	Team designed only one or two of the following: a brand name, logo, and slogan for the new potato chip, but has too many brand features of existing potato chip brands	Team designed a brand name, logo, and slogan for the new potato chip that is somewhat unique and creative.	Team designed a brand name, logo and slogan for the new potato chip that is unique and creative	
Presentation Information	Not submitted	Includes some essential information and few facts. Has poor logical progression of information	Includes essential information. Includes enough elaboration to give audience an understanding of project. Has good logical progression of information.	Covers topic completely and in depth. Encourages audience to know more. Has excellent logical progression of information	
Presentation Mechanics	Not submitted	Includes 5 or more Spelling, grammatical errors, capitalization, punctuation errors	Includes 1-4 Spelling, grammatical errors, capitalization, punctuation errors	Grammar, spelling, punctuation, etc. are correct. No errors in text.	
Presentation Delivery	Did not present	Some difficulty communicating ideas, lack of voice projection, lack of preparation or incomplete work.	Communicate ideas with proper voice projection, adequate preparation, and some enthusiasm.	Communicates ideas with enthusiasm, proper voice projections, appropriate language, and clear delivery.	
Cooperative Teamwork	Not evident	Lack of organization; does not function as a team.	Shows some signs of organization and teamwork. Every member does his/her part.	Shows excellent signs of teamwork. Well prepared. Good presentation overall.	
Total Points	0	60-70	80-90	100	