

Names in Group: _____

Company Name: _____

Kitchen Group Color: _____

Market Surveys

Each member of the company will complete four different market surveys. Choose your top four recipe choices as a group and then interview four different class members. Ask them which food product they would most likely buy. This will help you determine the market and demand for the recipe you will make.

Market Survey 1	
<u>Recipe 1:</u>	<u>Rating:</u> ____ 1 st Choice ____ 2 nd Choice ____ 3 rd Choice ____ 4 th Choice ____ Would Not Buy
Market Survey 2	
<u>Recipe 2:</u>	<u>Rating:</u> ____ 1 st Choice ____ 2 nd Choice ____ 3 rd Choice ____ 4 th Choice ____ Would Not Buy
Market Survey 3	
<u>Recipe 3:</u>	<u>Rating:</u> ____ 1 st Choice ____ 2 nd Choice ____ 3 rd Choice ____ 4 th Choice ____ Would Not Buy
Market Survey 4	
<u>Recipe 4:</u>	<u>Rating:</u> ____ 1 st Choice ____ 2 nd Choice ____ 3 rd Choice ____ 4 th Choice ____ Would Not Buy

Graph your market survey results:



What was your top result? _____

Was this what you predicted? _____

Cookie choice: _____

List of add-in('s): _____

Maximum amount to spend on the whole cookie production is \$8 (includes ingredients and packaging)

List of Ingredients	Amount	Price per Ingredient	Cost per Serving
Cake Mix	1 box		
Eggs	2 eggs		
Oil/butter	1/3 cup		
	TOTALS:	\$	\$

TOTAL COST PER RECIPE: \$ _____ TOTAL COST PER COOKIE: \$ _____

PRICE PER COOKIE YOU'LL BE SELLING: \$ _____

COOKIE MARKETING AND PACKAGING

Draw your advertising poster (10pts for nice, neat, colorful, all information present – 1pt for basic info):



Draw how you packaging your cookie
(in a bag, on a napkin, in a display case, etc.)



Business Reflection

How Much Product Was Made (# of cookies you made)	Price of Each Product (How much you sold each cookie for)	How Much Product Was Sold At Original Price	How Much Product Sold At Reduced Price Reduced Price: \$ _____	How Much Product Was NOT Sold

What were your total expenses? _____

What were your total profits? (Gross) _____

What was your NET (gross minus profits) _____

As a group answer each of the following reflections (2-3 sentences):

1. **RECIPE:** Did you like your cookie? What would you have changed about your recipe, or how your cookies came out? (Smaller, bigger, taken them out earlier, done a different recipe, added something?)

2. **PACKAGING & MARKETING:** How did you feel about your packaging? Would you have changed your presentation or packaging in any way?

3. **PRICING & SELLING:** What would you change about your pricing? Would you have changed your promotion or selling strategy?

4. What did you learn about running a business? (Be specific)