**Granola Bar Marketing Strategy**

|  |  |  |
| --- | --- | --- |
| Price you charge each customer per bar |  | Subtract |
| Cost of ingredients per bar |  |
| Profit = what’s left over |  |

|  |  |  |
| --- | --- | --- |
| **Profit Calculations** | **Business Name, Logo, and Slogan** | **Product Development Ideas** |
| **Market Research Findings** | **Design Sketch of Product** |
| **Packaging Design** |
| **Product Name Ideas** | **Promotion Ideas** |



**Granola bar/ Variable**

**Taste**

**Texture**

**Shape**

**Size**

**A**

**B**

**C**

**D**

**E**