



Stage 2 - Starting a Business

Stage Overview:

In this stage, students will design their business logos and names using their learning from Stage 1. Then they will taste test their competitors' products to look for ways to improve their own product. This will promote inclusivity as it ensures the broadest range of experience for all students, from beginning to end of the project. This stage continues covering objectives from the Health and Physical Education curriculum.

Learning Objective:

- Design a brand and logo.
- Understand the importance of a healthy balanced diet.
- Analyze existing products in the market.

Materials Needed:

- *Granola Bar Marketing Strategy* (printed on A3 paper – 11.7 in x 16.5 in)
- Consider informing guardians about food tasting activity
- Five different brands and flavours of granola bars, cut into small pieces
- Tennis ball or equivalent

Time Frame: 1.5 hours

Curriculum Connections: These lesson plans are mapped to curriculum objectives. Find all the details on page 3.

Presentation Notes

Slide 3: Recapping Learning	<ul style="list-style-type: none">• In small groups, ask students to throw a tennis (or similar) ball to each other. Each time they catch it, they have to share a fact they remember about grains or parts of the plant from last lesson.• Alternatively, you could use a vertical relay game to revise the last lesson's content.• Prompt students to remember everything they can about parts of a plant, their uses, grains, their nutritional benefits, and the environmental benefits of eating locally sourced ingredients.
Slide 4: Analyzing the Competition	<ul style="list-style-type: none">• Explain to students they will taste test some of the granola bars already available to buy so they can assess the competition and think of ways to improve the granola bars.• Ask for suggestions on what they should analyze. Some examples could be texture, flavour, size, moisture, shape, smell.• Hand out the <i>Granola Bar Marketing Strategy</i> sheets (one per group or per student).



Slide 5: Taste Testing	<ul style="list-style-type: none">• Take the granola bars out of their packaging, cut them into small pieces (enough for one for each child), and place them on the far left of their <i>Granola Bar Marketing Strategy</i> sheet.• After the bars have been distributed, ask them to rate it out of five on the agreed variables.• Ask the students to expand on their ratings with comments and guess which grain they think has been used in each bar. What other ingredients can they taste?• Repeat the exercise with the remaining four bars.
Slide 6: Evaluation	<ul style="list-style-type: none">• Ask the business groups to share their evaluations and discuss any initial ideas they have for improving the bars to make them really appealing to students (e.g., they might like to create a new shape or use a combination of the flavours they've just tried).
Slide 7 - 8: Create a Business Name and Design a Memorable Logo	<ul style="list-style-type: none">• Ask students to think of a name for their business and design a striking logo using the top tips on the PowerPoint presentation which can be recorded on the marketing strategy sheet.• Suggest that they might like to incorporate some nutritional benefits into their name (e.g., Energy Bites, Fi-bar) or perhaps a reference to the locally sourced ingredients.• They might like to think of a clever slogan such as "Power your brains with grains".• Explain to students that the <i>Marketing Strategy</i> sheets can be added to whenever students have ideas they want to remember. Some parts of the worksheets will be completed in later stages of the project (ex. Profit)



Curricular Connections:

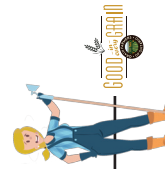
Health and Physical Education

- **D1.1** demonstrate an understanding of how the origins of food (i.e., where the food is grown, harvested, trapped, fished, or hunted; whether and how it is processed or prepared) affect its nutritional value and how those factors and others (i.e., the way we consume and dispose of food) can affect the environment.
- **D3.1** explain how local foods and foods from various cultures (e.g., berries, curries, chapatis, lychees, kale, lentils, corn, naan, wild game, fish, tourtière) can be used to expand their range of healthy eating choices [A1.6 Thinking].

Granola Bar Marketing Strategy



<p>Profit Calculations</p> <table border="1"> <tr> <td>Price you charge each customer per bar</td> <td></td> <td rowspan="3" style="writing-mode: vertical-rl; transform: rotate(180deg);">Subtract</td> </tr> <tr> <td>Cost of ingredients per bar</td> <td></td> </tr> <tr> <td>Profit = what's left over</td> <td></td> </tr> </table>	Price you charge each customer per bar		Subtract	Cost of ingredients per bar		Profit = what's left over		<p>Business Name, Logo, and Slogan</p>	<p>Product Development Ideas</p> <p>•</p> <p>•</p> <p>•</p> <p>•</p> <p>•</p>
Price you charge each customer per bar		Subtract							
Cost of ingredients per bar									
Profit = what's left over									
<p>Market Research Findings</p>	<p>Packaging Design</p>	<p>Design Sketch of Product</p>							
<p>Product Name Ideas</p>		<p>Promotion Ideas</p> <p>•</p> <p>•</p> <p>•</p> <p>•</p> <p>•</p>							





Granola bar/ Variable	Taste	Texture	Shape	Size
A				
B				
C				
D				
E				

