



Stage 2 - Setting up a Business

Learning Objectives

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



Let's Recap the Last Session



We learned:

- Each time you catch the ball, share a fact you remember about grains or parts of the plant from last lesson with your group.
- Which group can keep listing facts the longest?



Analyzing the Competition

- We are going to taste test some of the granola bars already available to buy so you can assess your competition and think of ways to convince customers to try your new granola bars instead.
- Talk to your partner: what features of granola bars should we analyze?





Taste Testing

You will be given a small piece of bars A - E. Your task is to fill in the table to rate them out of five on the variables we have agreed on.

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

Evaluation

Share your evaluations with your business group.

What features might you like to take inspiration from? What features can you improve on?



Naming your Business

- One way for your business to stand out is to create a strong brand with a memorable logo.
- Work in your groups to think of a name for your business.
- You might incorporate some nutritional benefits into your name
- You might think of a clever slogan



JUST DO IT.



Designing a Logo



- Think about some of the logos you are familiar with. They are often very simple, but memorable designs.
- Design your business's logo on your marketing strategy activity sheet.

Granola Bar Marketing Strategy



Profit Calculations		Business Name, Logo, and Slogan	Product Development Ideas
Price you charge each customer per bar			•
Cost of ingredients per bar			•
Profit = what's left over			•
Market Research Findings		Packaging Design	Design Sketch of Product
Product Name Ideas			Promotion Ideas
			•
			•
			•
			•

© NFU 2022 - All rights reserved. These resources may be reproduced for educational use only.

