



Stage 9 - Market Your Product



Learning Objectives

- Decide on a selling price.
- Calculate profit.
- Promote a food product.



Selling Price

- We need to charge enough to pay for making each bar but not so much people will not buy it!
- Example: if it costs \$1 to make each bar, we need to charge more than \$1 to make a profit.
- Profit is the money left over after you pay your expenses.
- Decide on a selling price.
- Subtract the cost of ingredients.
- What is left is your profit.



Promote Your Product

- Promotion means telling people about your product. Businesses promote their products.
- Promotion is used to advertise what is good about the product and why it is better than similar products.
- Use promotion to tell customers why they should buy your product.
- How can your businesses promote your product?



Method of Promotion

- **Advertising:** magazine ads, posters, flyers, brochures, radio and TV ads, YouTube ads, and social media.
- **Special offers:** price reductions, competitions, and free samples.
- **Endorsements by celebrities or people who like your product.**



Food Advertising

- Look at the food advertising.
- How do they encourage customers to buy more of their products?
- What makes you want to buy it?

INSTANT
OATMEAL



HEALTHY
BREAKFAST
with
Papaya
Vitamins
Rich in fiber

3
min



Promoting Your Product

- Design a poster, flyer, or brochure to promote your product. Think about how to appeal to customers and get them to buy your product. You may want to include price, food miles, and nutritional benefits.
- How is your granola bar better than the bar your competitors make?
- Think about any special offers you can use on your advertisement. For example, “Buy one, get one FREE!”



Perform Your Promotion

- In your groups, plan and perform a television or radio advertisement for your product.
- Think about how to appeal to your customers.



Packaging our Product

- Most of food products in supermarkets come in packaging.
- Some packaging can be recycled but a lot of it cannot.
- Lots of our food is packaged in plastic that cannot be recycled and has to go into landfill.
- Plastic packaging can a long time to decompose!



Package Design

- Design and make the packaging for your product.
- Think about the recycled materials you will use.
- Think about how to appeal to your customers.
- How will you make your product stand out from the competitors on the shelf?

