



## STAGE 2: STARTING A BUSINESS

This stage will provide students with the background knowledge and skills to setting up their own granola bar business. They will design a brand and logo, and research and analyze the competition.

Lesson 1 - Analyzing the Competition (Taste Testing, optional)

Lesson 2 - Customer, Business Name and Logo

## LESSON 2 - Customer, Business Name, and Logo

### Overview:

Students will learn about target audience and how to design a brand and logo

### Learning Objectives

- Determine the target customer for your granola bar business.
- Decide on the name for your business.
- Learn about logo design and create one for your business.

### Materials Needed

- Lesson Slides
- Worksheet: Granola Bar Marketing Strategy Worksheet (one per group)
- Worksheet: Business Name & Logo (optional, one per group)



**Time Frame:** 40 min

## **Curriculum Expectations**

### **Mathematics Curriculum Strands D and E**

- D.2 Collect data through observations, experiments, and interviews to answer questions of interest that focus on qualitative and quantitative data, and organize the data using frequency tables
- D1.5 Analyze different sets of data presented in various ways, including in frequency tables and in graphs with different scales, by asking and answering questions about the data and drawing conclusions, then make convincing arguments and informed decision
- E2.5 Use various units of different sizes to measure the same attribute of a given item, and demonstrate that even though using different-sized units produces a different count, the size of the attribute remains the same

### **Health and Physical Education Curriculum Strand D**

- D1.1 Understand food origins, nutritional value, and environmental impact
- D3.1 Local and cultural foods, eating choices

### **Transferable Skills:**

Use imagination, creativity, and ingenuity to develop concepts, ideas, or products to contribute innovative solutions to economic, social, and environmental problems.

### **Agriculture/Agri-Food Themes**

- Grains are important ingredients in many healthy foods. They combine well with other flavours to create imaginative and tasty food.

### **Media Links (embedded in the slides)**

- Naming Your Business (slide 9) and Designing a Logo (slide 11)  
<https://www.youtube.com/watch?v=iPrOqY4WVlw>
- Rules for Designing a Logo  
[Ask Ultra](#)



<p><b>Slide 7:</b> <b>Learning Goals</b></p>	<p>Determine the target customer for your granola bar business. It could be students in other classes, teachers, their families. Be sure to keep the audience in mind as you make decisions further on.</p> <p>Decide on the name for your business.</p> <p>Learn about logo design and create one for your business.</p>
<p><b>Slide 8:</b> <b>Target Audience</b></p>	<p>Your target customer are the people who want or need your product and will pay for it.</p> <p><b>Ways to describe a target audience:</b></p> <ul style="list-style-type: none"> <li>Age</li> <li>Gender</li> <li>Where they live</li> <li>Job or career</li> <li>Action: Who is your target audience?</li> </ul>
<p><b>Slide 9-10:</b> <b>Naming Your Business</b></p>	<p>This video from Ask Ultra includes examples of successful names and logos.</p> <p><a href="https://www.youtube.com/watch?v=iPr0qY4WVlw">https://www.youtube.com/watch?v=iPr0qY4WVlw</a></p>





**Slide 11-13:  
Designing a Logo**

Brainstorm all the different types of logos students can think of.

- 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 Marketing Strategy 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)

Names and logos go together.

<https://www.youtube.com/watch?v=iPrOqY4WVlw>  
[Ask Ultra](#)

**Slide 14:  
Action: Tasks  
to Complete**

Explain to students that the Marketing Strategy sheets can be updated whenever students have ideas they want to remember. Some parts of the worksheets will be completed in later stages of the project.

Granola Bar Marketing Strategy		
Use this space to write down thoughts and ideas that you want to remember.		
Business Group Members	Business Name, Logo, and Slogan	Granola Bar Flavour Ideas • •
Market Research Findings		Design Sketch of Product
Product Name Ideas	Packaging Design	Promotion Ideas • •

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**Slide 15:  
Check In -  
What's Next?**

It's time to get our hands dirty and learn about the ingredients used to make our granola bars!

We will map out how our ingredients get from a field to our forks.

We will become plant experts.

We will grow the ingredients for your granola bars - from seed!

**Assessment Resources. Coming soon!**

Please check the STEMterprise webpage at <https://goodineverygrain.ca/ontario-farming-stemterprise/>



## BUSINESS NAME AND LOGO

### Tips for Naming a Business

- Be original! Avoid a name that makes people think of other granola bars.
- Keep it simple. Make it easy to say. Customers can't ask for it if they can't say it.
- Do a poll. Ask people what they think of your ideas.

### Tips for Designing a Logo

- Think about who you want to buy your granola bar. What will get their attention?  
Hint! You want to sell to kids like you. What grabs your attention?
- Keep it simple. Fancy designs and letters can be hard to understand.
- Try different ideas. When you get the right one, you will know it!

### Brainstorm!

Use this space to think of a good name and logo.

# Granola Bar Marketing Strategy

Use this space to write down thoughts and ideas that you want to remember.



<b>Business Group Members</b>	<b>Business Name, Logo, and Slogan</b>	<b>Granola Bar Flavour Ideas</b> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Market Research Findings</b>		<b>Design Sketch of Product</b>
<b>Product Name Ideas</b>	<b>Packaging Design</b>	<b>Promotion Ideas</b> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>