

Identification of the characteristics of my target market-

The caramelised onion, capsicum, feta and zucchini pie will undoubtedly appeal to a specific audience. This audience is 18 year olds and older who are young, busy and working people who lead a **lifestyle** full of activity. Due to the fact that these people are either attending a university or working locally, they often require a majority of essential nutrients and vitamins, exemplified in vegetables and carbohydrates to give them much-needed energy through the pastry aspect of the pie. In terms of **culture**, there is not doubt that Australia is very multicultural and a lot of this market are either tourists or people who have come from other countries to either do a university degree here in Australian or to try and make a living. Through this characteristic I am going to make a pie that will appeal to all these people, by avoiding certain cultural barriers and requirements.

The reason that I have chosen to enhance an existing pie to appeal to the age of 18 year olds and over is because they generally have just finished high school and are entering the 'real world'. They are preparing themselves for later life and trying to begin a future in which requires hard work, effectively creating a busy schedule and lifestyle for them. They are beginning to become independent in terms of their own health and money, so this age group is specifically interesting to design for. Their **health levels** vary due to that fact that their money really determines how well they eat. For example, when talking to a friend's older sister who is currently 19, she explained to me that when she left school and moved out into Sydney University Housing, the money that she earned from her job, would be what determined her lunch that day. From this I can conclude that poor health decisions are a common problem in this age group. While a minority passionately care about their health, many choose convenience foods over healthy and nutritious foods that may come with a more expensive and unaffordable price. This has motivated me to make a pie that is going to be affordable and give these independent people their essential nutrients that they most importantly require in their everyday lives.

Many of these people have **low energy levels**. Due to the fact that their lifestyle is always on the go and very hectic, full of socializing and early mornings, they often have low energy levels throughout the day. Studies have shown that this particular age group are prone to experiencing low energy levels due to their lack of knowledge on what they require in terms of nutrients. Whilst talking to a group of family friends who are all 18, they advised me that they often take the easy way out in meal time situations, by having fast food that is cheap and quick, purely because it sustains them for an hour or two and they can eat it quickly and get back to their busy lifestyle. This is something that as a designer, I would like to put an immediate stop to, and allow these people to fully enjoy what they are eating and know and make right decisions when it comes to their health and everyday energy needs.

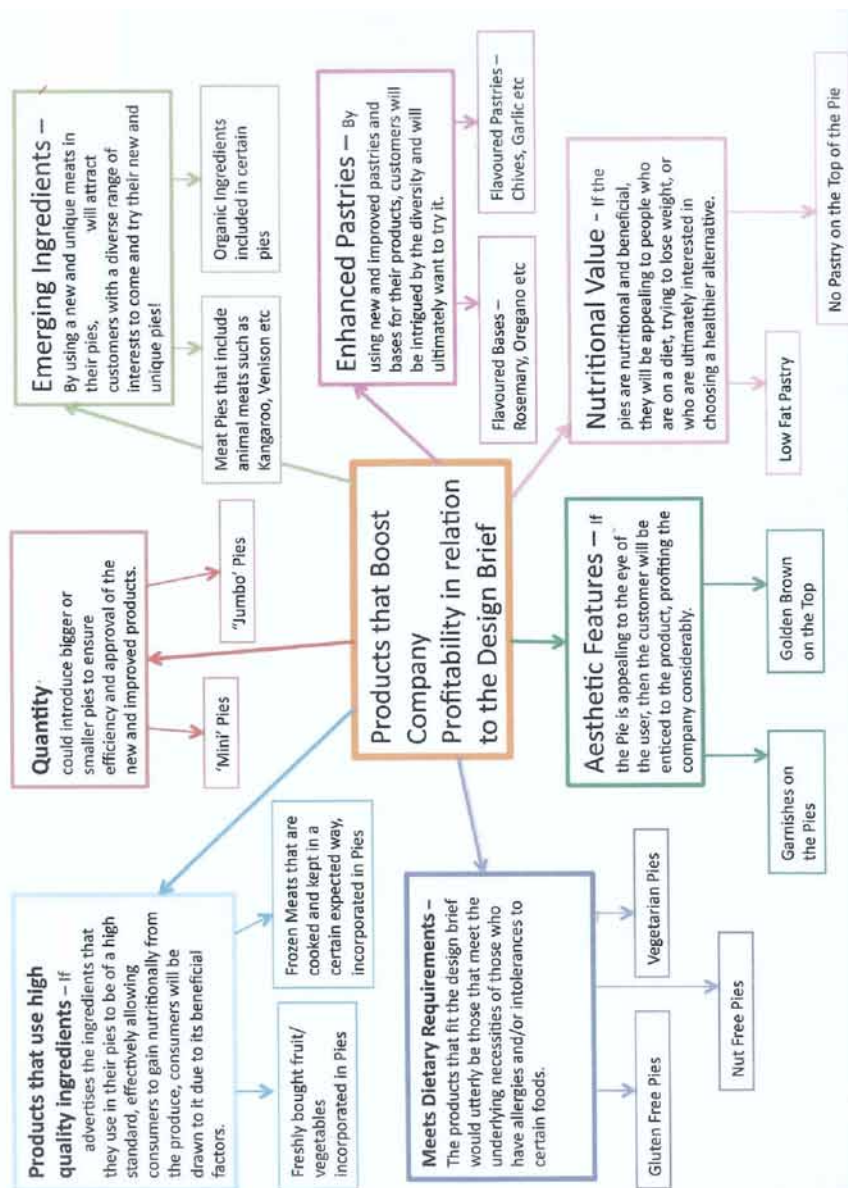
In this target market, **gender** plays a specific role in the decisions that are made around foods. Males are usually prone to eating meats and proteins in their meals because it supplies them with much needed protein and energy. However, females are generally stereotyped to be more concerned with their health and how the food is benefiting them. Because my pie does not have meat in it, it will definitely appeal to the feminine nature more. However many males still take into consideration their health too at this age group.

Many people around this age still suffer from allergies and intolerances and still have specific **dietary requirements**. This is why I have not included nuts in my food, however whilst researching this aspect, many people grow out of these and they have eased over time. I am aware that I am still going to have to warn and notify my audience that for example, my pie contains traces of gluten. In terms of **likes and dislikes**, this age group is known to be quite studious as well as hard working. However a lot of this age group like play sports, indicating to me as a designer that I need to ensure that my pie has enough nutrients in it to sustain a person who is highly energetic.

Thorough discussion of the needs and characteristics of the targeted market

Analyses a range of factors that influence the new product

All of these characteristics play an essential role in myself determining the ingredients that I will put in my pie, the flavours that I will include, and the way that I will market my product. By identifying these characteristics and involving research, interviews and general knowledge of this age group, I am satisfied that I know a lot of information to be able to create a successful pie that will appeal to the audience aesthetically and taste wise as well as market it to be eye catching and encouraging and convincing to try!



Identifies and describes a variety of factors that influence the new product development, supported by a range of examples and links to the target market.

Response Summary

Total Started Survey: 23
Total Completed Survey: 23 (100%)

These summaries are in the form of a bar graph, and allows me to specifically interpret the responses efficiently, and thus determining the percentage of the 23 people that answered this survey. The orange bar conveys the percentage of people who answered the question with one of the answers in a visually appealing way. Below, I have justified what these surveys have allowed me to understand about my target market and I have collated the information.

1. In terms of flavour which do you prefer -

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Response	Response Percent	Response Count
Sweet	47.8%	11
Savory	52.2%	12
Bitter	0.0%	0
answered question		23

By asking this question in my survey, I was able to fully understand the flavours in which my target market prefers in reference to flavour. It was interesting for me to see when I was browsing the females responses, that most of them had chosen savory, which was justified when they answered that their nutritional was especially important to them. The 47.8% that chose the sweet flavour over the bitter and savory flavours, indicated to me that less of the market liked these types of pies, and the majority of the selected audience preferred the savory option because it alternately provides them with a healthier alternative and a beneficial choice. As shown, none of the aimed market picked the option of a bitter pie, ultimately indicating to me as the designer, researcher and investigator that this is not the right choice in terms of flavour to be incorporating in a pie, aimed at this particular audience of 17 year working people and over.

2. In an ideal lunch-time pie, which would you choose:

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Response	Response Percent	Response Count
Vegetarian (vegetables – potato and leek, mushroom etc)	39.1%	9
Meat (beef, chicken etc)	47.8%	11
Fruit (apple pie, citrus pie)	13.0%	3
Sweet (lemon meringue pie, cream etc)	17.4%	4
answered question		23

By choosing to ask the audience a personal question about their food choices around a peak hour for The , I gave them an opportunity to really think about what they would prefer at that time of the day. Many of the males chose a pie that would have some sort of meat in it, indicating to me that they would be longing for some sort of protein to boost their energy throughout the day. It was interesting however, to see that throughout the female responses, there was diversity in regards to the sweetness of the pie and the vegetarian option. When examining the website, I discovered that they had a large amount of meat pies to chose from, and due to the fact that very close to the majority of the audience chose a vegetarian option, there is a clear need for this pie in the shelves!

Clear and concise representation of the survey questions

3. When going out for lunch with a group of friends would you buy..

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		Response Percent	Response Count
A larger pie to split between you and your friends		21.7%	5
An individual pie each		78.3%	18
answered question			23

When I asked the target market what choice they would make at a restaurant regarding their servings of the pie, it became evident that the clear majority of the market, would rather be served an individual pie each, simply because it is packaged much easier if they chose to get take away. A huge 78% of the market would prefer to have the pie served to them individually indicating that as a designer, it would be ethical to chose to create a number of individual pies to suit their requirements. In terms of packaging this is a much easier and ergonomic option simply because it is easy to put it into a box or bag rather than a massive box or tin. Through this question it became thoroughly evident that there is a need for convenience when it comes to packaging and also this market showing clear qualities of individualism.

Clear and concise representation of the survey questions

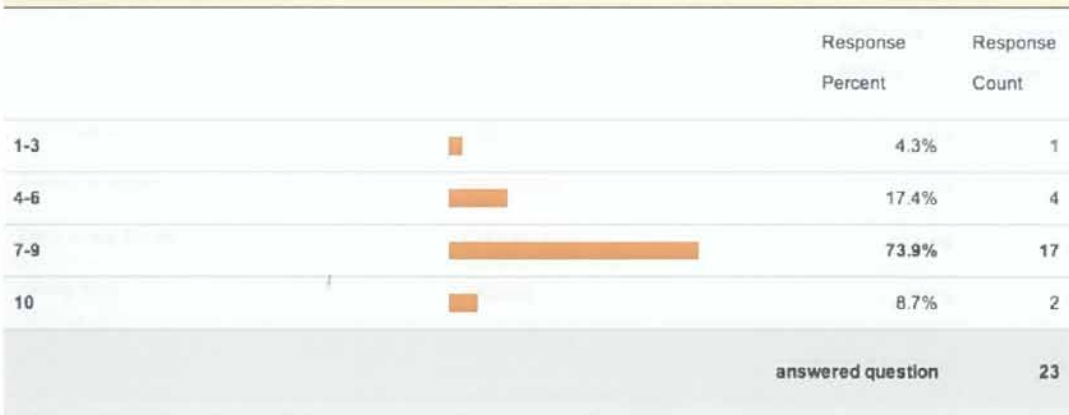
4. Which pie would appeal most to you around lunch time-

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Potato and Leek		8.7%	2
Caramelised Onion, Feta and Zucchini		34.8%	8
Australia's Meat Pie		43.5%	10
Apple Pie		17.4%	4
answered question			23

This question was not really about flavour or aesthetics to me, it was more about the markets ability to branch out and try new things. It was interesting to see in the individual surveys how many of the market said that they enjoyed sweet pies, and then opted for the caramelized onion, feta and zucchini pie. As I have made a decision to make the caramelized onion, feta and zucchini pie, to appeal to my market further, I am going to add red pepper to make it more vibrant and ultimately sweeter for the audience who preferred sweeter pies, however that are still savory and nutritionally beneficial. The statistics show that the Australian Meat Pie was chosen the most, is an indication that this market is prone to sticking with the pies that they know, rather than branching out and trying other pies that will appeal to them but they are simply unaware of it!

5. On a scale of 1 to 10, 10 being very important, how important is nutrition and health to you on a daily basis? [Create Chart](#) [Download](#)



By providing the audience with a scale they were able to examine what their health means to them and how it applies to their everyday choices regarding food. From the statistics coming back and exemplifying that almost 74% of this market take their health very seriously and it is an influential and important part of their everyday lives. This is why I am going to make a pie that is healthy and will make sure that this market is getting the best nutrients and vitamins out of the pie, whilst enjoying it. This question was reassurance to me that I as an investigator, I must make a successful enhancement of a pie, that is going to appeal to these peoples everyday choices and their commitments to their health.

6. When going out for lunch on an average day, would you prefer to eat in at a restaurant or get take away? [Create Chart](#) [Download](#)



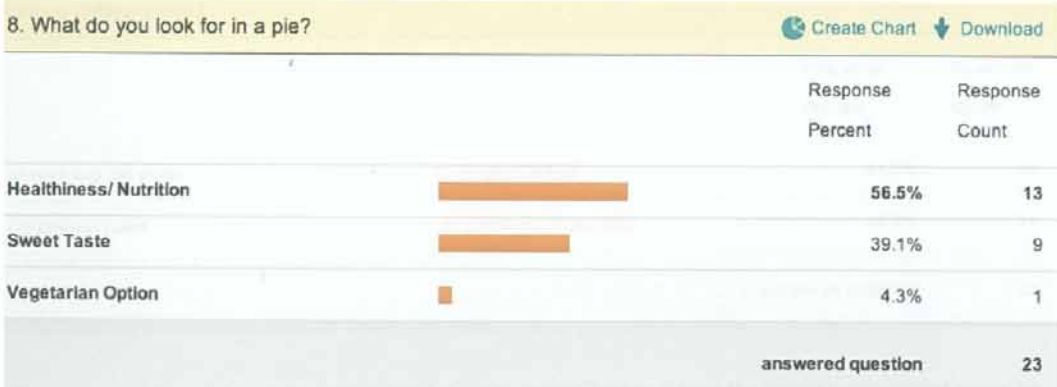
When this question came back to me, I collated and absorbed the information to record that the majority of my selected market prefer to take away their food rather than physically sit in a restaurant and eat it. I have determined that is may be due to their busy, working lifestyle and therefore they choose to eat their pies on the go or while they work. It is due to this, that I am definitely going to take into consideration to design on the packaging to be not only aesthetically pleasing, but also to function correctly and be ergonomically correct.

Clear and concise representation of the survey questions



This question allowed me to fully develop an understanding as to how many times this target market, as grown individuals in our fast and modern society, eat a pie whether it be in a restaurant or taken away. The results were fairly even, however the frequency that this market consumed a pie was within every fortnight to once every month. From this information, I was able to collate that this market likes variety in their foods and a pie is something that they would consume quite regularly in conjunction with their busy lifestyles. My aim is to allow and convince these people to chose to have a pie from the one and only , and introduce these healthy pies as an weekly choice, rather than a fortnightly choice or a monthly choice. I am going to achieve this by producing a healthy pie that will undoubtedly appeal to this market and convince them to consume it more regularly that what the results have shown.

Clear and concise representation of the survey questions



This question was probably the most significant for me in terms of the results that came back. The audiences consideration of health and nutrition was very pleasing for me to report on. This gives me an opportunity rather than a limitation to be able to design and cook a pie for this market that is going to not only be flavorsome and sweet in the organic ingredients it contains, it is also the right option from the variety to pick as a healthy and beneficial alternative to a sweet pie. From this information and question on my survey I recalled and collated that the individuals health and nutrition is extremely important to them on a daily basis.

9. How much would you be prepared to pay for an individual pie?

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		Response Percent	Response Count
\$3-\$4		39.1%	9
\$5-\$7		56.5%	13
\$8 +		4.3%	1
answered question			23

This question is going to be extremely useful for my later in my research when I have to design and package my product to appeal aesthetically to my target audience and to convince them to buy and try this pie. The price range of \$5-\$7 I was expecting to be what most of the target market would have chosen due to the fact that it is a reasonable price to pay for a quality, substantial and sustaining pie. From these results, I collated that almost none of the people that I surveyed in my target market are prepared to pay more than \$8 for a pie, that is going to be an individual size. I also was able to understand that these people are obviously working hard in order to either pay for their own university funds, everyday bills etc, and are in the early stages of adulthood where they have to start earning money for themselves and spending it adequately, therefore justifying the fact that I have to make my pie a reasonable price in relation to the quality itself.

Clear and concise representation of the survey questions

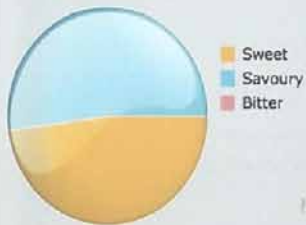
10. When buying a pie, do you often choose the same pie or are you prepared to try a different one?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Always buy the same		43.5%	10
Try different pies		60.9%	14
answered question			23

This was one of the most crucial questions that I chose to include. Luckily, I chose the correct target market to aim for, due to the fact that my pie is somewhat exotic and requires mature and developed taste. By the majority of the target market establishing in their answers that they are prepared to try something different for a change, told me that by introducing a new product to the market that this aimed audience would be prepared to try it. It also established to me that even though in the earlier questions many of the answers contained responses that were genuinely safe, for instant the Australian Meat Pie, and always sticking to sweet pies, people in this market are prepared to try something new and take a chance on this pie, in which as a designer, gives you determination and hope as to what you are designing and producing is going to be accepted by this group of people.

In Terms of Flavour which did the market prefer?



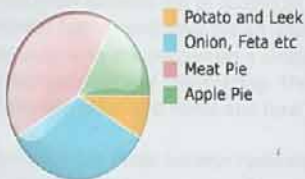
In an Ideal lunch-time pie, which would the audience choose?



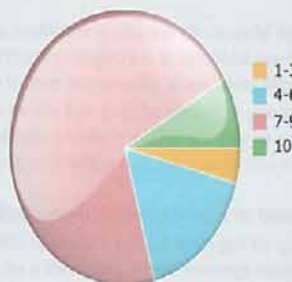
When going out for lunch with a group of friends, would the audience buy..



Which pie would appeal most to the audience at lunch time?



Importance of Nutrition on a Scale of 1-10



When going out for lunch would the audience...



How often does the audience eat a pie?



What does the audience look for in a pie?



How much is the audience willing to pay?





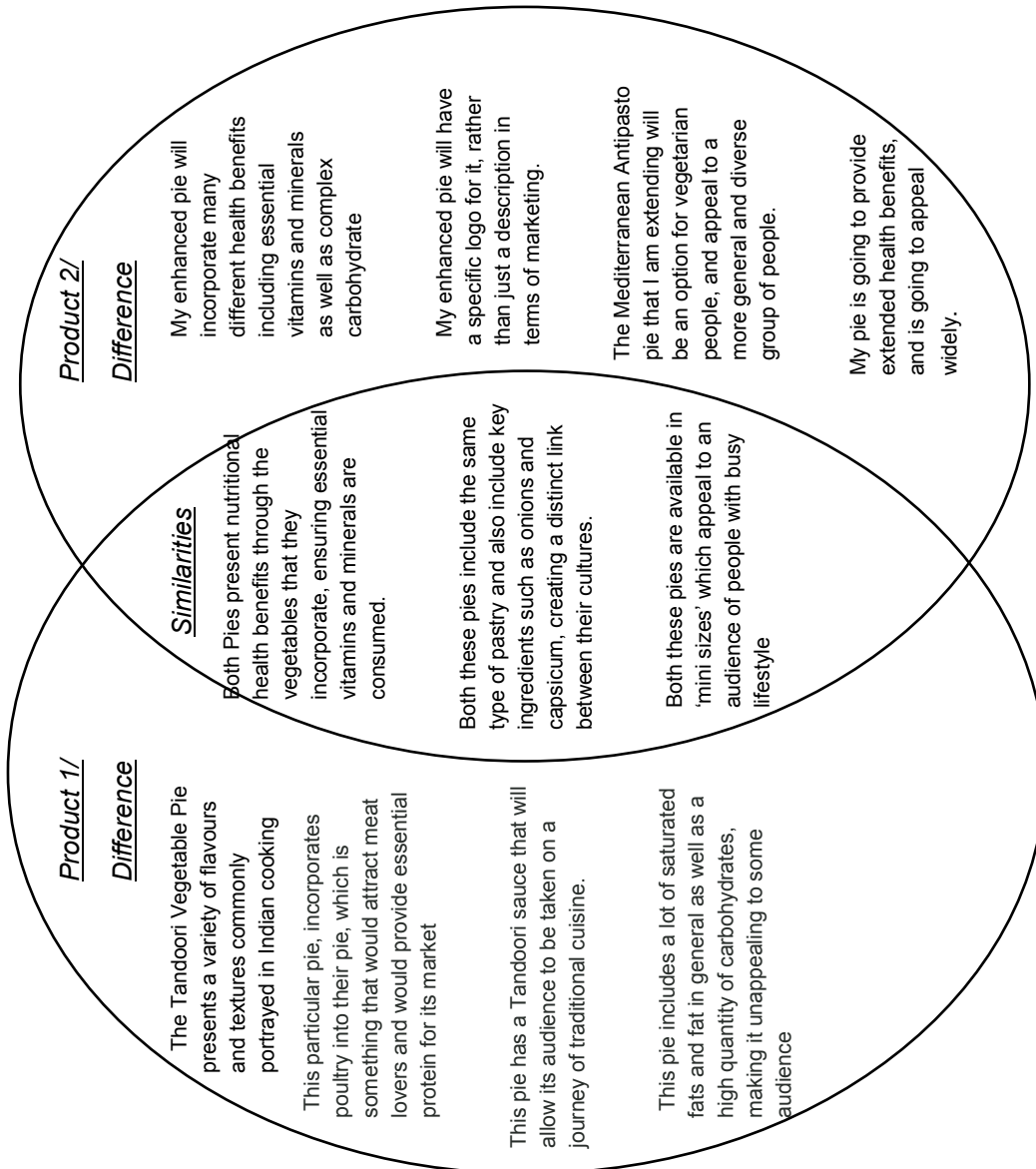
The Pie graphs gave not only myself, but the audience a chance to visually interpret the results from the surveys and effectively allowed me to collate all my information together. It enabled me to most importantly understand my target market further and gave me an opportunity to see the results in another light. This was a positive option for me, because with the percentages written down in the bar graphs above, it presented me with a limitation in terms of my understanding and interpreting. These pie graphs made it easier for me to recognize and comprehend the choices that my market had made and how I am going to make a pie, that suits the majority of this audiences preferences.

Overall, from these surveys I was able ta collate useful information as to how to go about my pie in terms of not only aesthetics, but in packaging, flavours and price ranges. I was able to get to know this audience as a hardworking market that lives a busy and hectic lifestyle. As a designer, these surveys have enhanced me to be accepted by this market and to create a pie that will become a 'regular' in many peoples lives!

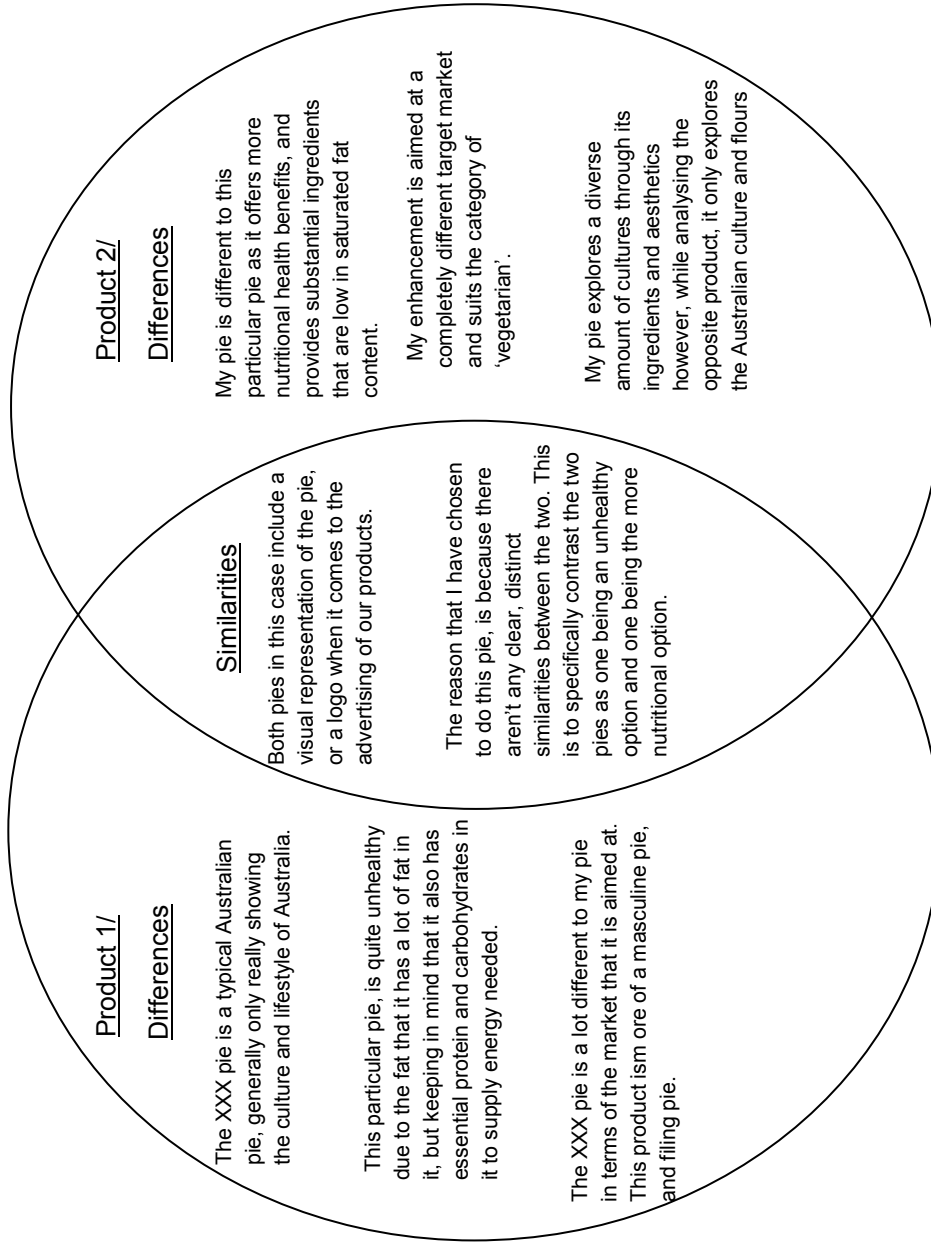
Extensive analysis of survey questions with valid and logical conclusions that clearly relate to the targeted market. Considers the implications of the survey results on the new product development

For my analysis of the three pies that are already existing in the market place, I have decided to use a ven diagram, to effectively analyse and convey to my audience the similarities and differences between the selected existing pie in the market place and my chosen pie that I am making as a line enhancement for my product.

Research and Analysis of TandooriVegetable Pie from XXXX

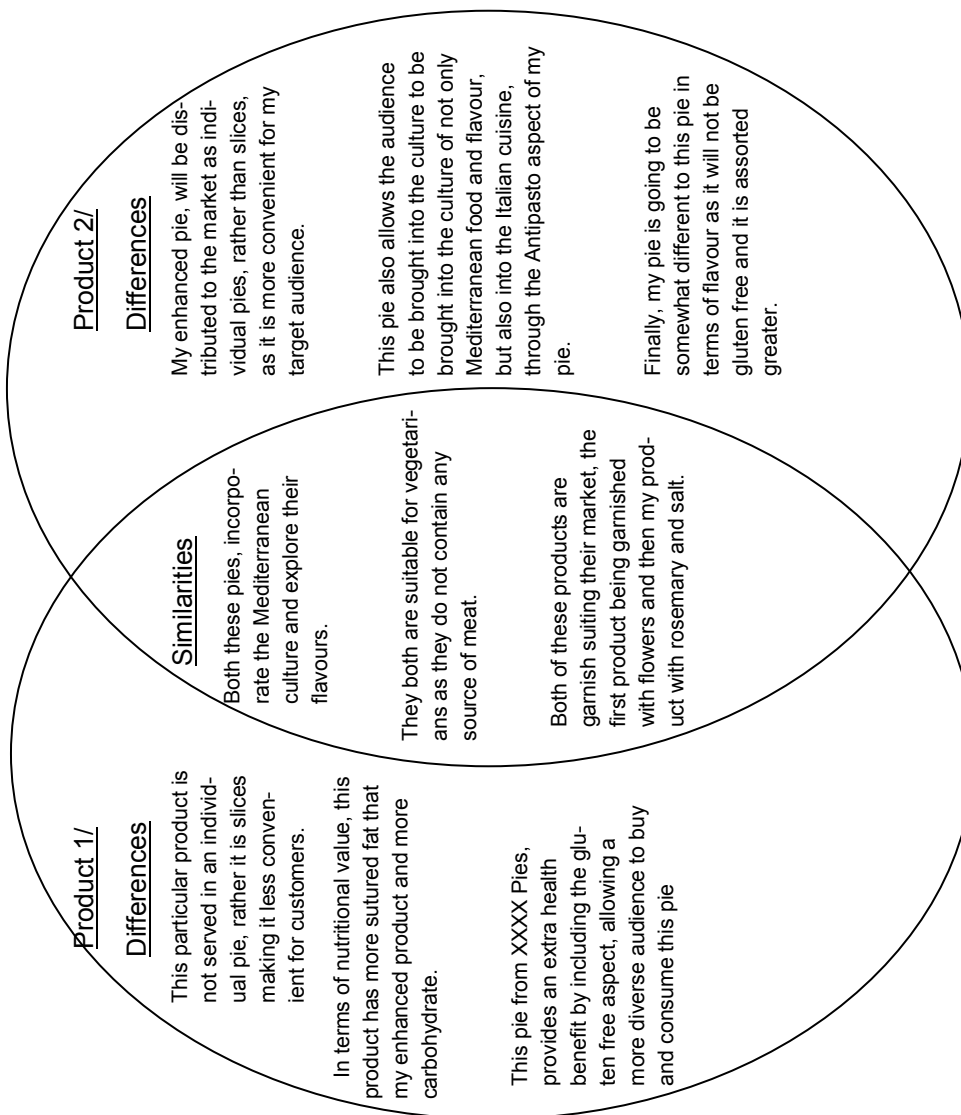


Research and Analysis of the 'XXXX' Pie by XXXX Pies



Detailed analysis of similar products in the market place

Research and Analysis of the XXXX Pie from XXXX Pies



Statement clearly outlining the characteristics of the food product.

As a line enhancement for the restaurant the XXXX is a Caramelized Onion, Feta, Capsicum and Zucchini, vegetarian pie that will leave customers begging for more! This pie is a quick but detailed pie with a variety of flavours and a mouthwatering exterior. It is a vegetarian pie and therefore is an extension of previous pies that the new, emerging restaurant has so far produced. Due to the fact that this restaurant exemplifies an extensive variety of sweet pies, it became visible to me that by producing an extension of a sweet pie, I would simply just be trying to create a pie that 'looked nice' and 'tasted nice' and wouldn't really be focusing on the nutritional benefits of the enhancement itself. By creating a savory pie, I am confident that I am fulfilling a need for new variety of vegetarian savory pies, as well allowing customers to choose a healthy alternative that will benefit in a variety of ways. Through the different flavours, textures, aesthetics and aromas, the pie that I will be making will appeal to the audience of working middle class people, generally from 17 years of age and up. In terms of taste, the pie will release many 'bursts' of flavour once the consumer takes the first bite. The caramelized onion will give the pie an initial taste of sweetness and then bitterness due to the onion. I have specifically decided to put caramelized onion in the pie because it presents a variety of

flavours and experiences for the consumer purely because it is a unique form of the vegetable that blends extremely well with the feta and the zucchini, which are crucial elements of my pie. I have decided to incorporate feta cheese as it supplies the essential nutrient of calcium for the consumers and is a healthy alternative of cheese because it is low fat and provides an enhancement of everyday cheese.

The zucchini undoubtedly provides the consumer with essential vitamins and nutrients because it is a unique and appetizing vegetable that appeals to the tastes of my target market. The capsicum element of this pie will give the audience, again, the essential nutrients that they require daily and will add a bitter-sweet element to my pie. The pastry that I will be using to create my pie, is a low-fat puff pastry because my pie is focused on giving the market a healthier vegetarian alternative to choose from when deciding on a pie. By excluding meat in my ingredients, I have eliminated the risk of certain cultural barriers, purely because I have not included meat in the pie.

In terms of aesthetics, the pie will be undoubtedly visually appealing and enticing to the target market. It will have a golden brown surface and will look dense and filling due to the fact that it is going to be the equipped proportion and size for a working class person, taking into consideration their health levels as well as energy requirements. The pie will be garnishes with a pinch of rosemary and some salt, to further appeal to the market. It will be packaged in a white box and will be very elegant and suitable to the XXXX colour scheme and will incorporate their logo. The capsicum will make the visual appearance of the pie stand out due to the fact that the bright red of the vegetable will make it appealing.

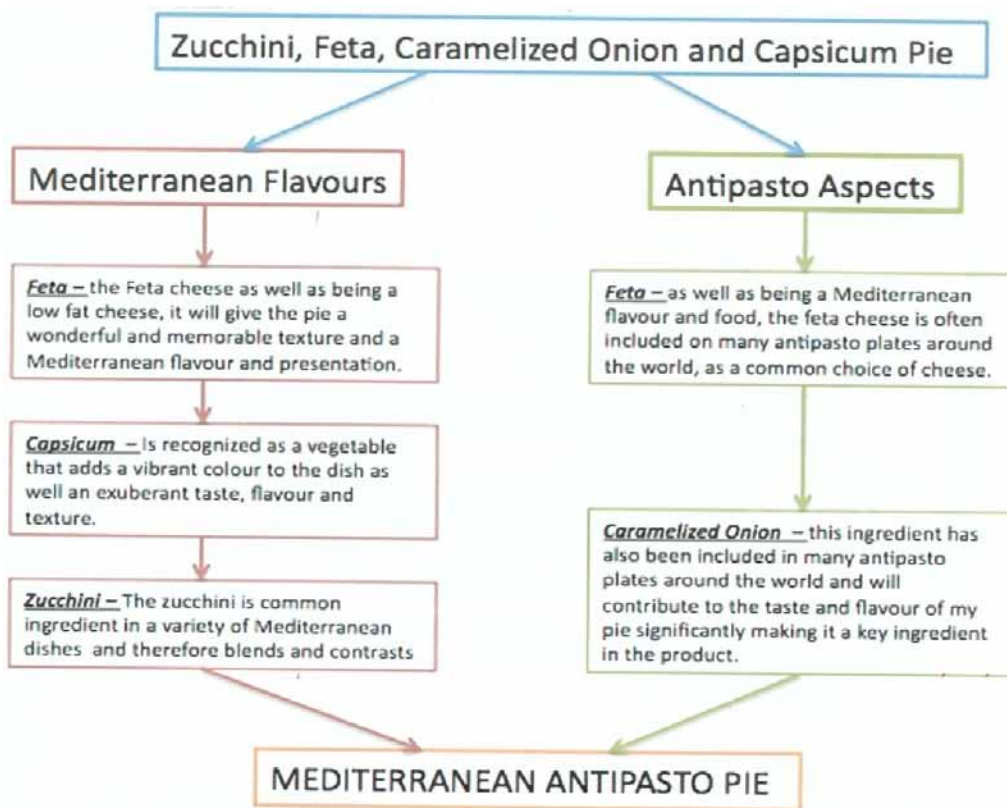
An extensive description of the characteristics of the new product being developed, linked to the targeted market



Image of pies

Ultimately the visual appearance of my selected enhancement of a pie will have the aimed market mouth watering and capture their senses to be longing for this new product. The pie will have a golden brown exterior as well as beautiful, appetizing, smooth interior. Through the taste of the pie, the consumer will be able to experience new flavours, textures and aromas that will be memorable to the consumer, and will encourage them to have the pie again.

Name of the product and justification of choice.

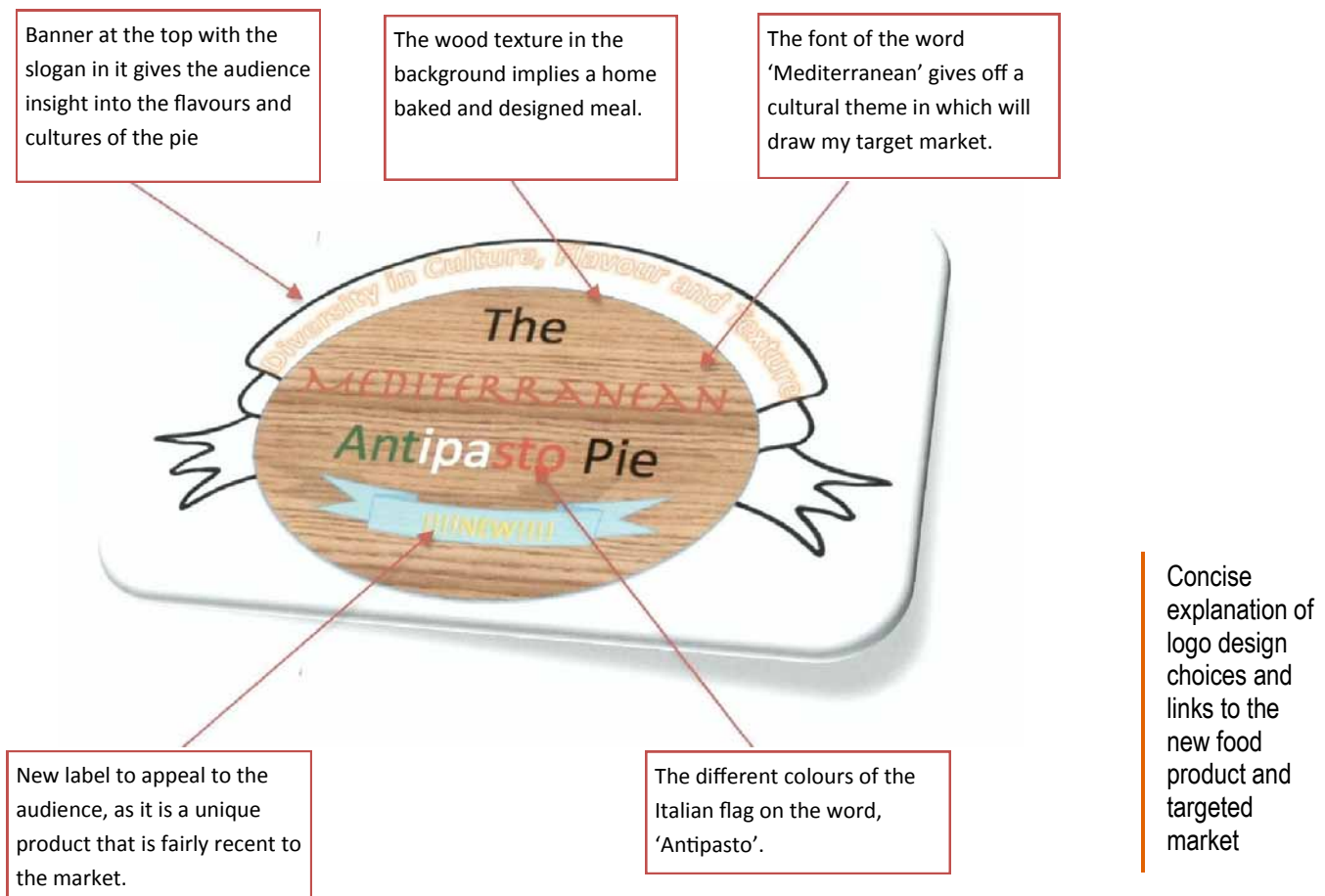


Justification of Final Choice -

I have decided to name my enhancement of a pie, the Mediterranean Antipasto Pie. There are many factors that effectively contributed to this decision and the ingredients, aesthetics, flavours, textures and tastes all played a significant role in determining the identification of the product itself. I started my design process by listing the ingredients that made up the specific pie and researched their origins and their significance to many cultures around the world. I then justified the ingredients' significance to not only the pie but to their origins. Subsequently, I incorporated their meanings and culture, and came up with the name **The Mediterranean Antipasto**. This name gives the target market a distinct description of the types of ingredients that will be included in the pie as well as the aromas, flavours and aesthetics of the product. This name is reasonably complex, challenging the audience to interpret the pie for themselves, and to purchase it then make a judgment on it. The name depicts a healthy makeup and content and portrays a beneficial nutritional option. As well as the name depicting health, it also conveys many fresh flavours and ingredients exemplifying an appetizing pie. The name will increase company profitability by the pie being extremely exquisite and unique, drawing in the target market to the pie to compare and contrast it with other existing pies on the market. This name appeals to the target audience as it expresses exotic flavours in a holiday-like atmosphere as well as taking the market on a journey to experience the flavours, aromas, textures and character of the Mediterranean culture. Another reason why I chose this name for my extension of a pie, is because the name will be easy to market and portray as a worthwhile purchase to the audience. The name is extremely appealing and in terms of advertising and packaging, it will be bright and vibrant, due to the lively culture and stereotype of the Mediterranean.

Ultimately, my aim was to create an appealing name that would be intriguing to the target market, easy to market and package, provide a healthy alternative and allow the audience to experience the flavours and cultures of the product itself, and I am satisfied that this name fulfills that aim.

Clear concise justification of the new food product's name



This logo reflects my caramelized onion, feta, zucchini and capsicum pie extremely well as it is aesthetically pleasing as well as ethical! and vibrant. I have decided to use this layout, with a wooden textured background at the back of the circle to enhance the visual appearance and give off the impression of a 'home-baked' pie, and one that has taken time and effort to prepare. I have placed the name of my pie in the middle of the middle circle to make it stand out and highly visible to the audience's eye. The banner at the top, I used as a tool to create some sort of slogan or saying about my pie that will entice and capture my target market.

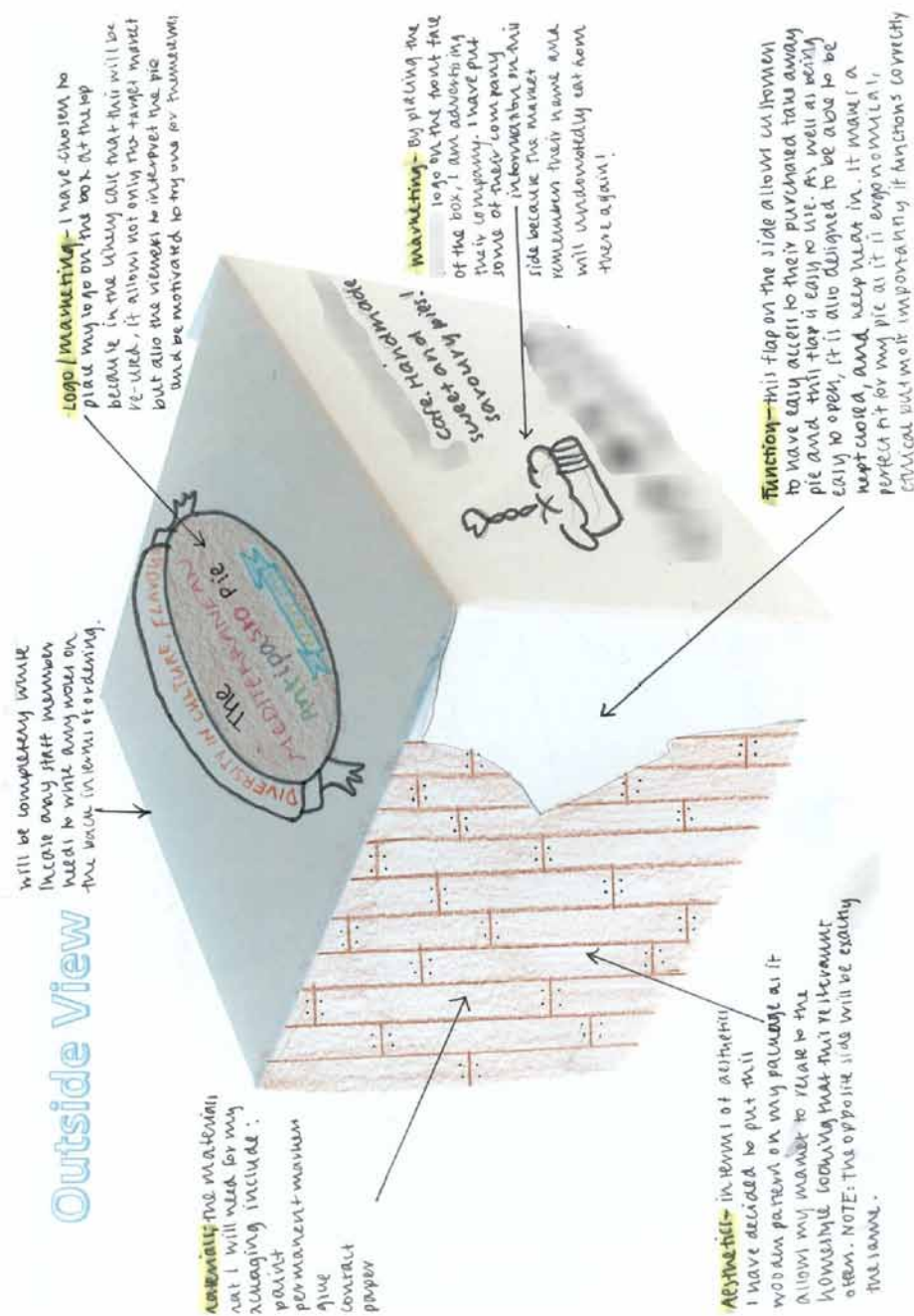
I have decided to make the word 'Mediterranean' stand out because it is one of the main cultures and elements of selected line enhancement. I have put it in the font 'Herculanum' as it gives off a cultural element in the way in which the letters are shaped. I have decided to make all the letters capital for this reason also. I have included a separate banner down the bottom of the logo, as it will capture the audience as it is a new and improved product that they want to taste due to its new flavours and textures.

In terms of my colour scheme, I have chosen very Italian and home-style colours, which will give the target market an opportunity to experience this. I have selected to put all the colours of the Italian flag on the word, 'Antipasto' as before the audience even reads this word, they will know by the colours of the flag, that this pie is going to incorporate Italian flavours, which, when completing surveys and research, is very appealing to this market of people.

Ultimately the choices that I have made in relation to my logo will allow the market to

understand visually what they are going to be eating in my pie, and these decisions regarding font, colour and position all play key roles in the marketing aspect of my pie. This logo is going to be successful in my view as a designer as the colours are vibrant and appealing and it expresses all the different aspects of my pie.

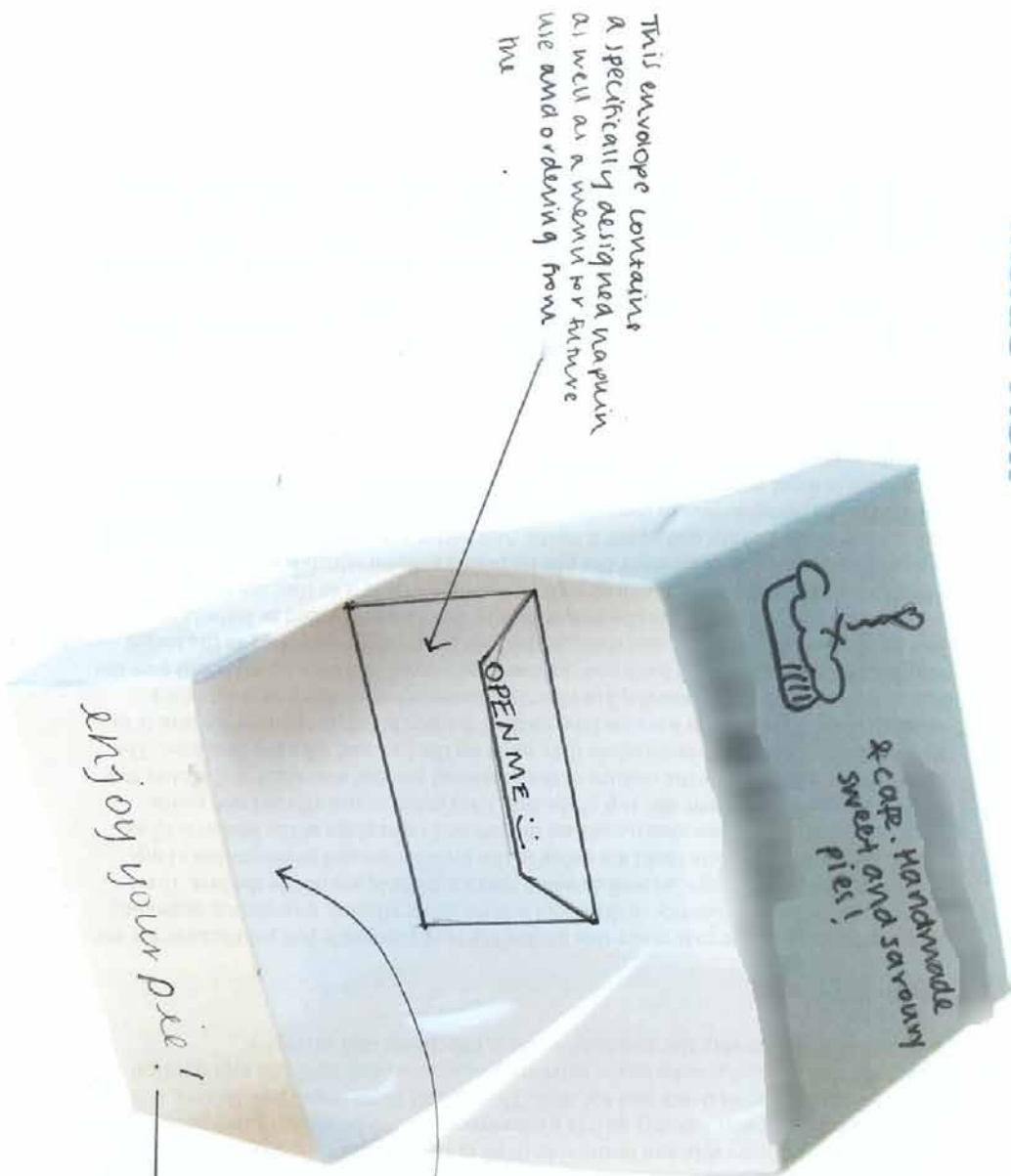
Packaging of the Product



Demonstrates good skills in designing a package and annotating the features of the new food products

A detailed explanation and justification of product packaging features

Inside View



This envelope contains
a specifically designed napkin
as well as a menu for future
use and ordering from
the

Pie is placed here for easy, and
protected access.

→ a delightful and pleasant
message before you eat your
pie (wean).

Function:

The cake box that I have chosen functions very well in many ways. The first way is involving the flap on the outside of the box on both sides of the box. This flap allows the accessibility to be easy for the target market. The flap can easily be taken out and in order for the pie to be genuinely protected. Another reason why it functions correctly is due to the fact that it fits the correct size of the pie and as well as leaving room for the other surprise inside. It also has 5 visible faces in order to be able to advertise and market the product inside allowing myself as the designer to easily promote the product in a way that is observable and noticeable to all of the audience. Finally, this product functions correctly and suitably as it is a convenient size to be able to carry in one hand, put in a handbag, or sit down and eat with. Through all these important factors, it is clear that this particular cake box is extremely functional and fulfills its agronomical purpose as well allowing the audience to use it effectively and correctly.

Clear concise justification of the package's design choices

Aesthetics:

Aesthetics was a factor that made this packaging very enjoyable but yet decisive for me, as a designer. On the majority of the box, I will be using vibrant, interesting, appealing colours to the market's eye, as well as using specific techniques inside the box. The visually appealing aspects that I am using in the production and presentation of my packaging include the wooden panels on the left and right sides of the box as well as both the logos on the front and top of the box. I am going to use vibrant and exotic colours that suit not only the culture of the extended pie, but also suit the flavours that the audience is about the taste when they open up the box and take the first bite. The reasons that I have left the base and the back of the box blank, is because my aim is to make this packaging look simple, but effective, because Jess is more to most of my market. By leaving both the back and the base uncovered and untouched it will give the box an element of simplicity and class, which will be strongly appealing to the target audience. When you get inside the box, a feature that I have decided to include is an envelope, which will have a menu as well as a napkin inside it so that the person consuming the pie can remember the pie, by taking a menu which is encouraging to come back to the bakery and order it again. Aesthetics are one of the most important key aspects that a designer has to consider when marketing and packaging a product because it is what appeals most to audience, before the pie is even tasted and must be visually appealing to the eye of the market.

Materials:

The Materials that I have chosen to use are; a white, small cake box, paint, permanent markers, envelopes, napkins, and contact. Obviously the cake box is the basis in which my marketing will be presented on, however the paint will be applied on it. I will be painting on the wooden panels on the side of the box, both left and right. I will then be using a permanent marker to draw on both my logo for my selected enhanced pie, and also for XXXX's logo. The materials that I will be using I am going to ensure that they are user friendly and are of the best quality, as these features will ensure that my pie and product is of the best standard and class.









Cost:

The cost of these boxes vary from about \$0.70 to about \$3.00, per box. However if you order them in bulk they are a lot cheaper, which is what The XXXX will be doing when they put my pie within the market. The cost of the paint is not very expensive as one bottle usually makes around 10 if not more boxes. In terms of the cost of the overall packaging, it is not going to be very expensive as these boxes are only small and the tools that we buy are going to spread evenly throughout many boxes and can be reused.

Environmental Impact:

The material that I am using is a specific type of paper that can be recycled. In doing this, as a designer and as a community, we are both reducing the amount of raw materials that we use in Australia as well as reducing the amount of carbon emission that we are releasing into the environment, in order to produce new boxes. What I am aiming for is that new paper products can be made such as newspaper, paper towels, napkins and that corrugated cardboard can be used to make new boxes and new cardboard. I am going to introduce a program where customers can bring back their packaging in order to receive a stamp on their XXXX card, and if you get ten stamps, you get a free pie! By doing this, we are giving customers the opportunity to benefit the ecosystem as we can specifically recycle these products ourselves

Recommended Retail Price

	XXXX Butter Unsalted Pat 25 Butter \$3.42 \$1.37 per 100g		XXXX Brand Rosemary Leaves 25g \$1.83 \$0.73 per 10g	Detailed explanation and justification of the recommended retail price
	Onions Brown loose approx. 180g each \$0.54 \$2.98 per kg		XXXX Brand Cheese Fetta Australian Style 200g \$3.80 \$19.00 per kg	
	Sugar Brown 500g \$1.83 \$0.37 per kg		Capsicum Red loose approx. 320g each \$1.91 \$5.98 per kg	
	Zucchini Green loose approx. 210g each \$1.47 \$6.98 per kg		Balsamic Vinegar 500mL \$4.94 \$0.99 per 100mL	



XXXX Brand Flour Plain White 2kg

\$1.85

\$0.93 per kg

Total Cost of Goods -

\$3.42

\$0.54

\$1.83

\$4.94

\$3.80

\$1.47

\$1.91

\$1.83

\$1.85

.....
\$21.60

Therefore due to this calculation, the total price that is estimated, at the moment, that an individual would pay for a pie would be, \$4.30, due to that fact that, when all these ingredients are combined they will make five individual pies.

As a designer, a chef, and a hard working individual, you will need to make most of your money from the profits that you make when selling each individual pie. Due to the fact that my pie, when all the costs of the goods were added together, gave a final price of \$4.30, I must ensure that I am going to make sufficient money from these sales. I am going to put my pies price up to \$6.20, eat in. When eating in the pie needs to be served appropriately and visually appeal to the audience. On a plate, this pie would have to be served with some sort of salad or garnish to make it look aesthetically pleasing to the target market, adding additional costs to The XXXX.

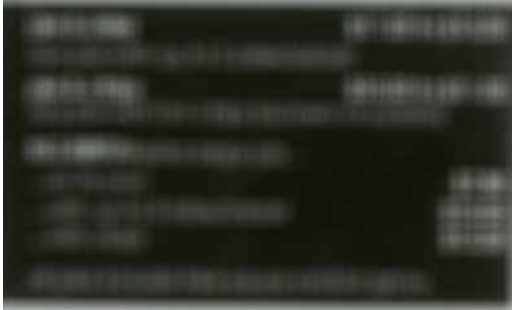
When a customer gets takeaway, I am going to make the price of the pie, \$5.90 for the following reasons;

The XXXX website clearly states that its savory pies vary in prices from \$5.80 - \$6.80 and since mine fits this category it is conveniently amongst this price range.

- The price range that the vast majority of target audience completed were \$5—\$7, indicating to me that this price range is suitable to them and they would be willing to buy something within this price range.
- Through this price, for every 10 pies sold, the restaurant would make \$16 for take away orders, and for every 10 pies chosen to be eaten inside the restaurant, the restaurant would make \$19.

Discount and Meals-

As the XXXX, clearly states in their menu, customers can get any of these deals when they order a pie-



Example of XXXX's menu

Through these meals, my pie would be able to make a significant profit from these deals, which is why my pie is going to be included in them. Although my pie does not come in an extra large size, it is still going to suit options one and two of the menu.

Summary

Eat in Price - \$6.20

Takeaway Price- \$5.90

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Mediterranean Antipasto Pie

Total ingredient (raw) weight: 745.36 g
 Total (cooked) weight: 745.36 g
 Weight change: 0.00 %

NUTRITION INFORMATION

Servings per package:	250.00	
Serving size:	250.00 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	1880 kJ	752 kJ
Protein	11.0 g	4.4 g
Fat, total	24.5 g	9.8 g
- saturated	15.4 g	6.2 g
Carbohydrate	41.4 g	16.6 g
- sugars	9.0 g	3.6 g
Sodium	1390 mg	555 mg

Ingredient name: Butter, no added salt
04A10062

Amount: 80.00 g

Energy: 3036 kJ **Fat, total:** 81.5 g **Carbohydrate:** 0.0 g **Sodium:** 10 mg
Protein: 1.1 g **Fat saturated:** 53.8 g **Sugars:** 0.0 g

Ingredient name: Onion, mature, brown skinned, peeled, stir-fried, no added fat
13A11575

Amount: 240.00 g

Energy: 213 kJ **Fat, total:** 0.2 g **Carbohydrate:** 7.5 g **Sodium:** 17 mg
Protein: 2.8 g **Fat saturated:** 0.0 g **Sugars:** 7.5 g

Ingredient name: Sugar, brown
12A10048

Amount: 4.00 g

Energy: 1649 kJ **Fat, total:** 0.0 g **Carbohydrate:** 96.8 g **Sodium:** 21 mg
Protein: 0.2 g **Fat saturated:** 0.0 g **Sugars:** 96.8 g

Ingredient name: Vinegar
10F20063

Amount: 6.30 ml **Specific gravity:** 1.01

Energy: 57 kJ **Fat, total:** 0.0 g **Carbohydrate:** 0.0 g **Sodium:** 5 mg
Protein: 0.1 g **Fat saturated:** 0.0 g **Sugars:** 0.0 g

Ingredient name: Cheese, feta (fetta), cows milk, reduced fat
09B20054

Amount: 25.00 g

Energy: 974 kJ **Fat, total:** 14.5 g **Carbohydrate:** 0.1 g **Sodium:** 1100 mg
Protein: 25.7 g **Fat saturated:** 9.3 g **Sugars:** 0.1 g

Ingredient name: Zucchini, green skin, raw
13A11230

Amount: 100.00 g

Energy: 63 kJ **Fat, total:** 0.3 g **Carbohydrate:** 1.6 g **Sodium:** 1 mg
Protein: 0.8 g **Fat saturated:** 0.0 g **Sugars:** 1.6 g

Nutritional label meets FSANZ standards, depicting accurate ingredients and quantities

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Ingredient name: Capsicum, red, raw 13A11060					
Amount: 50.00 g					
Energy:	111 kJ	Fat, total:	0.2 g	Carbohydrate:	3.5 g
Protein:	1.5 g	Fat saturated:	0.0 g	Sugars:	3.5 g
Ingredient name: Rosemary, Raw 13A11400					
Amount: 5.00 g					
Energy:	498 kJ	Fat, total:	5.9 g	Carbohydrate:	6.6 g
Protein:	3.3 g	Fat saturated:	2.8 g	Sugars:	6.3 g
Ingredient name: Flour, wheat, wholemeal, plain 02A20064					
Amount: 150.00 g					
Energy:	1472 kJ	Fat, total:	2.1 g	Carbohydrate:	65.3 g
Protein:	11.4 g	Fat saturated:	0.3 g	Sugars:	0.9 g
Ingredient name: Salt, cooking 10F60062					
Amount: 10.00 g					
Energy:	0 kJ	Fat, total:	0.0 g	Carbohydrate:	0.0 g
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	0.0 g
Ingredient name: Water, tap 01B10176					
Amount: 75.00 ml Specific gravity: 1.00					
Energy:	0 kJ	Fat, total:	0.0 g	Carbohydrate:	0.0 g
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	0.0 g

NOTE: All nutrient values shown above for these ingredients are per 100g EP

Working values may differ from final NIP due to rounding.

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Grade Commentary

Kerry has demonstrated extensive knowledge of food product development and applied this knowledge to all stages of the process. Research skills are highly developed. A wide range of data relating to the target market and existing products is analysed in detail and relevant conclusions are presented in a clear and concise way. Advanced skills are evident in the design of packaging and labelling, including annotations of product features and detailed discussion, justifying the choices made. Kerry's comprehensive work sample demonstrates characteristics of work typically produced by a student performing at grade A standard.