

PRODUCT PLANNING

Target Market- People in XXXX are stereotyped to be unique and individual and there is a large vegetarian and vegan population. There are a lot of university students as it is close to the universities such as University of Sydney, Enmore TAFE NSW, University of Technology, Sydney University of Notre Dame, Design Centre Enmore, FBI Fashion College and the Australian Institute of Music and is only 4 kilometres away from the city business district (CBD). In fact, about 54% of people living in Newtown are aged between 20 and 39 years. The majority of people in Newtown do not have a religion. For these reasons, the target market would be young people aged 20-39 who are possibly vegetarian and have no religious food restrictions.

Evidence of research, describing characteristics of the targeted market group

Products that would most fit the design brief-

- <http://www.kraftrecipes.com/recipes/creamy-oreo-pie-53801.aspx> - Tim tam pie (substitute tim tam for oreo)
- <http://recipeadaptors.wordpress.com/2011/03/05/mars-bar-pie/> - mars bar pie
- <http://www.taste.com.au/recipes/20359/coconut+cream+pie-> coconut cream pie

Information gathered from my survey

How often the people surveyed eat pies: (often: every week -month, not often: a few times a year)	Vegetarian?	Sweet or savoury?	Small/one portion or family size?	Simple/safe or interesting/ try new pies	Tim tam or mars bar?	Vegetable or meat?	Are you health conscious ?
Often: 6	No: 7	Sweet: 7	Family: 7	Simple/ safe: 5/5	Mars bar: 2	Veg: 4	Yes/most of the time: 5
Not often: 4	Yes: 3	Savoury: 3	One portion/ small: 3	Interesting/ up for new things: 5/5	Tim tam: 8	Meat: 6	No/not really:5

Basic survey questions, not clearly linked to the targeted market and new food product

Conclusions drawn from the table: Pies are eaten often, the majority eat meat yet there is a notable amount of vegetarians in the group I surveyed. 70% of those interviewed would rather a family sized pie than a one portion pie. The statistics on whether the people surveyed stay safe when ordering or like to try new things is even yet more people would rather eat a meat pie than a vegetarian pie. Health doesn't seem to be a major factor for a lot of people yet some certainly are conscious of it yet add they treat themselves sometimes. From these outcomes of my survey, I believe I should make a sweet tim tam pie.

A basic analysis of survey results

Three similar products in the market place: Oreo pie, maltesers pie and snickers pie. They are similar to my idea of a tim tam pie because they use confectionary food/chocolate and use innovative and creative new ways to incorporate them into new products from old recipes. I will use this similar concept by using the oreo pie recipe and substituting the oreo for tim tam. In order to do so effectively at school, I will have to try it out at home first so that I know switching the key ingredients will work.

I will be making a tim tam pie. To do so, I will use crushed tim tam and butter for a base. The filling will be a mixture of whipped philadelphia, crushed tim tams and whipped cream to make a light, fluffy centre which contrasts to the base which is crunchy and firm. This recipe is an oreo cookie pie recipe, and is a line extension of that pie. I chose this recipe instead of a snickers or malteser recipe although they are similar, the oreo and the tim tam are both cookies with something soft sandwiched in between.

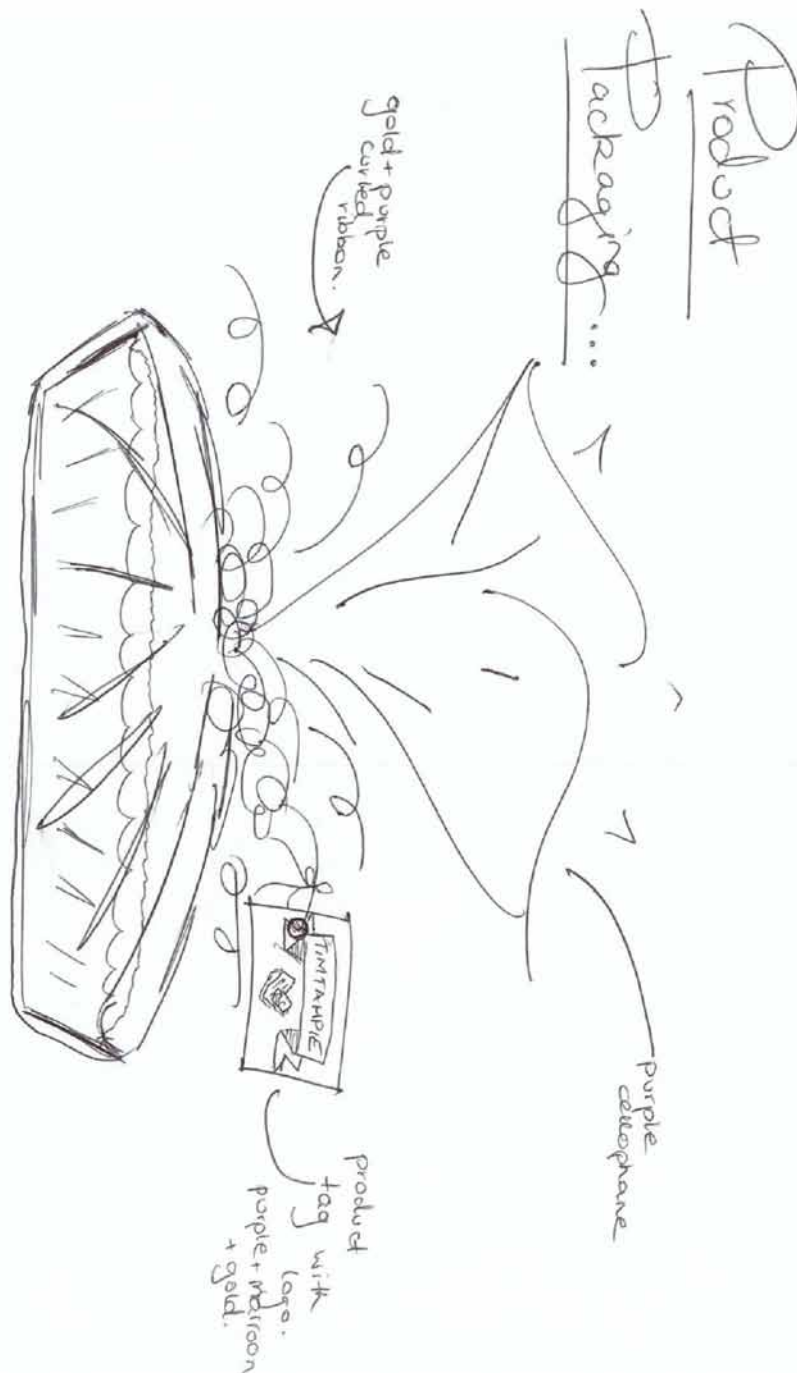
The name I am giving my line extension to the oreo pie is the tim tam pie. It's simple and effective and by studying the names of the other pies on the menu at The XXXX, it has come to my attention that they do not name their pies with strange names for example; 'passionfruit pop' but a simple, effective and informative name of 'passionfruit cream pie'. At first I wanted to make a line extension of a meat pie but from making a survey it came to my attention that there was a notable amount of vegetarians or people that would prefer a sweet pie over savoury. From the outcomes of my survey, I believe I should make a sweet tim tam pie in a family size.

Identifies three similar products and outlines characteristics of the new food product and the product name

Refers to survey information to justify making of the new food product



Simple logo design



Justification of my packaging design. The materials I have chosen are purple cellophane, gold and purple ribbon and gold cardboard. The colour purple is often associated with chocolate for example; Cadbury, and has been proven to stimulate a person's appetite. By using cellophane, it shows what is inside and the customer can see the product. The gold ribbon adds a special touch and makes the product look more sophisticated and feels festive. The cardboard tag idea gives a homemade and cute touch which makes the pie feel more personal and that a lot of time has been spent to make and decorate it and the packaging, whether the people are eating it themselves, giving it as a gift or taking it to an event.

Description and some justification of the packaging design.

Tim Tam pie

Total ingredient (raw) weight: 850.00 g
 Total (cooked) weight: 850.00 g
 Weight change: 0.00 %

NUTRITION INFORMATION		
Servings per package:	4.00	
Serving size:	200.00 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	3980 kJ	1990 kJ
Protein	11.6 g	5.8 g
Fat, total	60.6 g	30.3 g
- saturated	36.3 g	18.2 g
Carbohydrate	89.6 g	44.8 g
- sugars	40.9 g	20.4 g
Sodium	807 mg	403 mg

An attempt to design a nutritional label that meets the FSANZ standards

Ingredient name: Sugar, white, granulated or lump 12A10050							
Amount: 50.00 g							
Energy:	1700 kJ	Fat, total:	0.0 g	Carbohydrate:	100.0 g	Sodium:	0 mg
Protein:	0.0 g	Fat saturated:	0.0 g	Sugars:	100.0 g		
Ingredient name: Cheese spread, cream cheese-based 09B30011							
Amount: 150.00 g							
Energy:	1456 kJ	Fat, total:	33.0 g	Carbohydrate:	2.8 g	Sodium:	1249 mg
Protein:	11.1 g	Fat saturated:	21.1 g	Sugars:	2.8 g		
Ingredient name: Biscuit, sweet, chocolate flavour 02C20188							
Amount: 500.00 g							
Energy:	1865 kJ	Fat, total:	17.2 g	Carbohydrate:	65.3 g	Sodium:	308 mg
Protein:	6.2 g	Fat saturated:	8.4 g	Sugars:	23.9 g		
Ingredient name: Butter, no added salt 04A10062							
Amount: 150.00 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		

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

Working values may differ from final NIP due to rounding.

Printed: 22:28 Sunday, 17 June 2012

Grade Commentary

Lindsay has demonstrated basic research skills by including a simple survey and basic analysis of the results. Although reasons are given for some decisions, generalisations and assumptions have been made and understanding of the factors influencing product development are limited. Some characteristics of the new product are described but more detail is required to justify the design of the logo, packaging and product name. Lindsay's work sample demonstrates characteristics of work typically produced by a student performing at grade D standard.