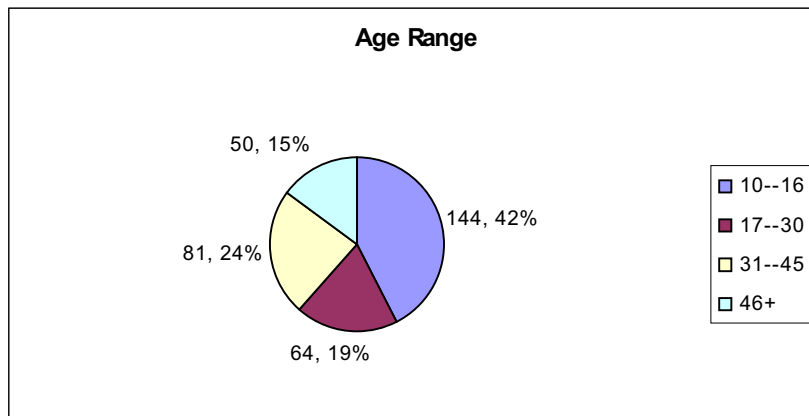


Managing Directors Report

To make our product I had to research key factors on savoury snacks so I used desk and field research to get an idea of what the public wants from a savoury snack; what flavour they prefer, packet size purchase, price influence and their reasons for buying. All of these points in research will help me come to an idea of what direction I will have to take our new product, what the public is looking for, what will make our product unique. The information I had gathered from the internet, shops, tasting panel and questionnaires will have their significance highlighted in this document.

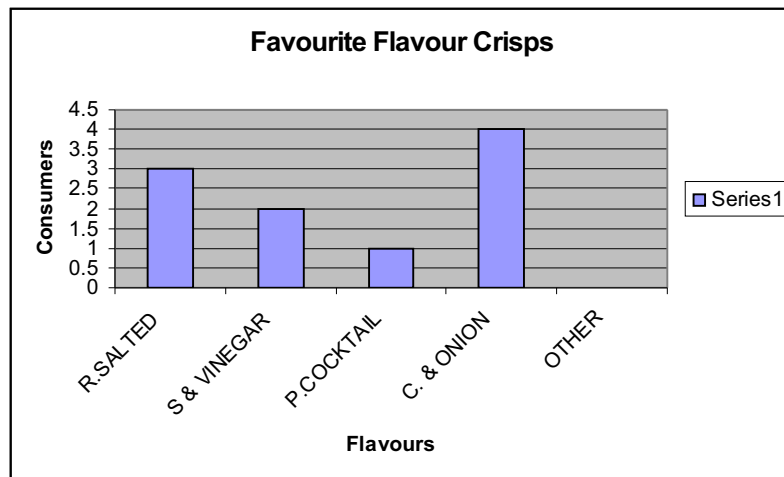
Firstly from the questionnaires given out I will be able to report that 42% of the public (144 people) given a questionnaire were 10-16 years of age.



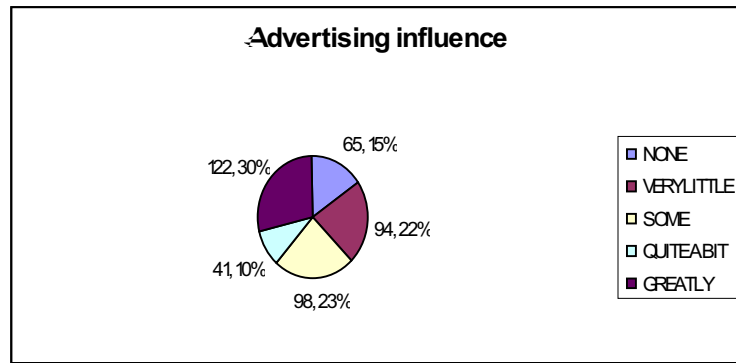
I had researched the age range to get an idea of where most of our information was gathered. Most of our results had come from 10-16 year olds and so it seems like the people who buy crisps the most are the younger generation and so this is the main target market so we must

focus on what they are looking for as a savoury snack. However we must not forget about our other customers of older age. They have contributed to our research and all of our questionnaires and tasting panel had given me info on their favourite flavour.

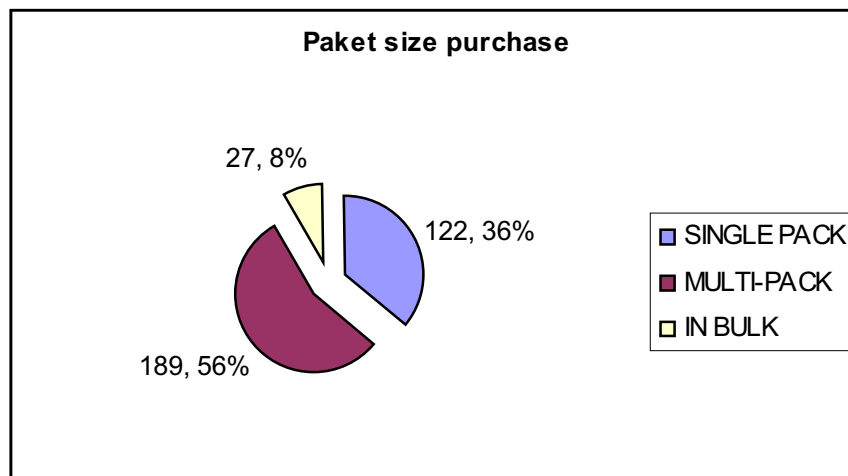
The most popular flavour was Cheese and Onion and my results for the requested flavours people want most of the flavours involved cheese so this is an indication that we should involve cheese in our new flavour without it being overpowering. Also many of the requested flavours involved meat flavours like chicken, bacon, beef etc and from our tasting panel the spicy flavours seemed to be the most preferred taste so this information has given us guidance on what our new flavour sould be. For a new flavour we need to make it unique so I was thinking of combining some of the requested flavours with each other giving us a new unique flavour.



Advertising is a key factor to the sale of our product will be advertising. For my product to sell people will have to know about it and buy it. I had decided to focus on the advertising area for my product and researched the influence it had on people and here are the results.



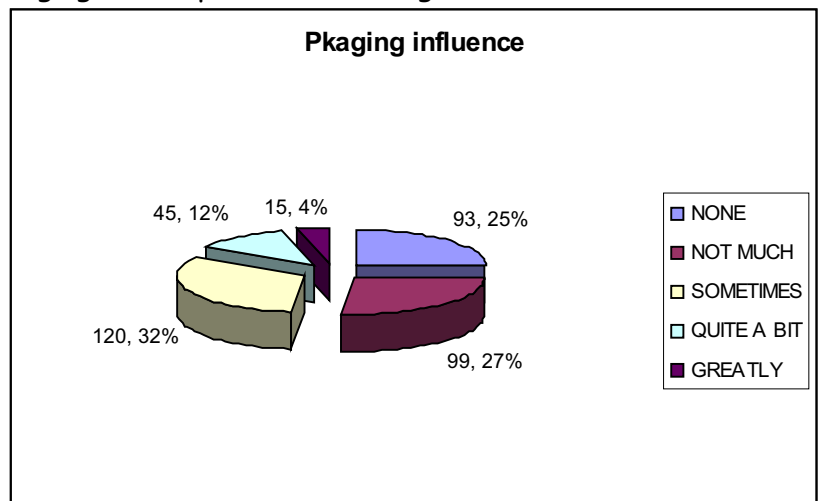
As the chart shows advertising has a great influence on people so we need to think about where we advertise and how we advertise. Most of the people who had filled out the questionnaires were from the younger generation and this gives us the image that it is the younger generation are the main consumers of savoury snacks the most so I have decided to aim our advert towards them. However the promotion must be decent and appropriate so we attract more than one audience like the older generation of people. To make our product seem credible to adults we must show them our special offers like multi-packs and nutritional value.



From the questionnaires given out, over half the people said that they prefer to purchase in multi-packs so this will give us guidance on how we will sell our product, we must focus on multi-packs so we will need to calculate how we will make profit from selling in big bags. We must make the customer feel that they are getting more for their money benefiting both us and our customers. Walkers multi-packs of six cost £1.25 so we will need to base or cost of multi-packs around this price. The second most popular purchasing size was single packs so we must focus on the weight of each packet. During my research of competitors I had discovered that walker's single packs weigh 26g and cost 45p-60p depending on retailers.

To get our product out to the public we will need the packaging to be unique so it is not mistaken for another product and the unique design will also help our customers remember our savoury snack. The following graph will show the influence of packaging to the public. According to the

results of the questionnaire most people are sometimes influenced by the packaging of the savoury snack but many people were also greatly influenced by the packaging so this highlights that we



need to focus on the presentation of our product, the materials must not be flimsy and cheap to avoid easy tearing and the presentation must be unique and stand out to the customer and this will ensure that our product is not mistaken for another.

Through my gathered results from research I will think about pricing our savoury snack at 45p for a single pack and £.20 for multi -packs and the new flavour will be based on either a cheesy flavour, spicy flavour or a poultry flavour and from our requested flavours list I will try a few and get a verdict from a tasting panel on which one they prefer and thus starting a new flavour.