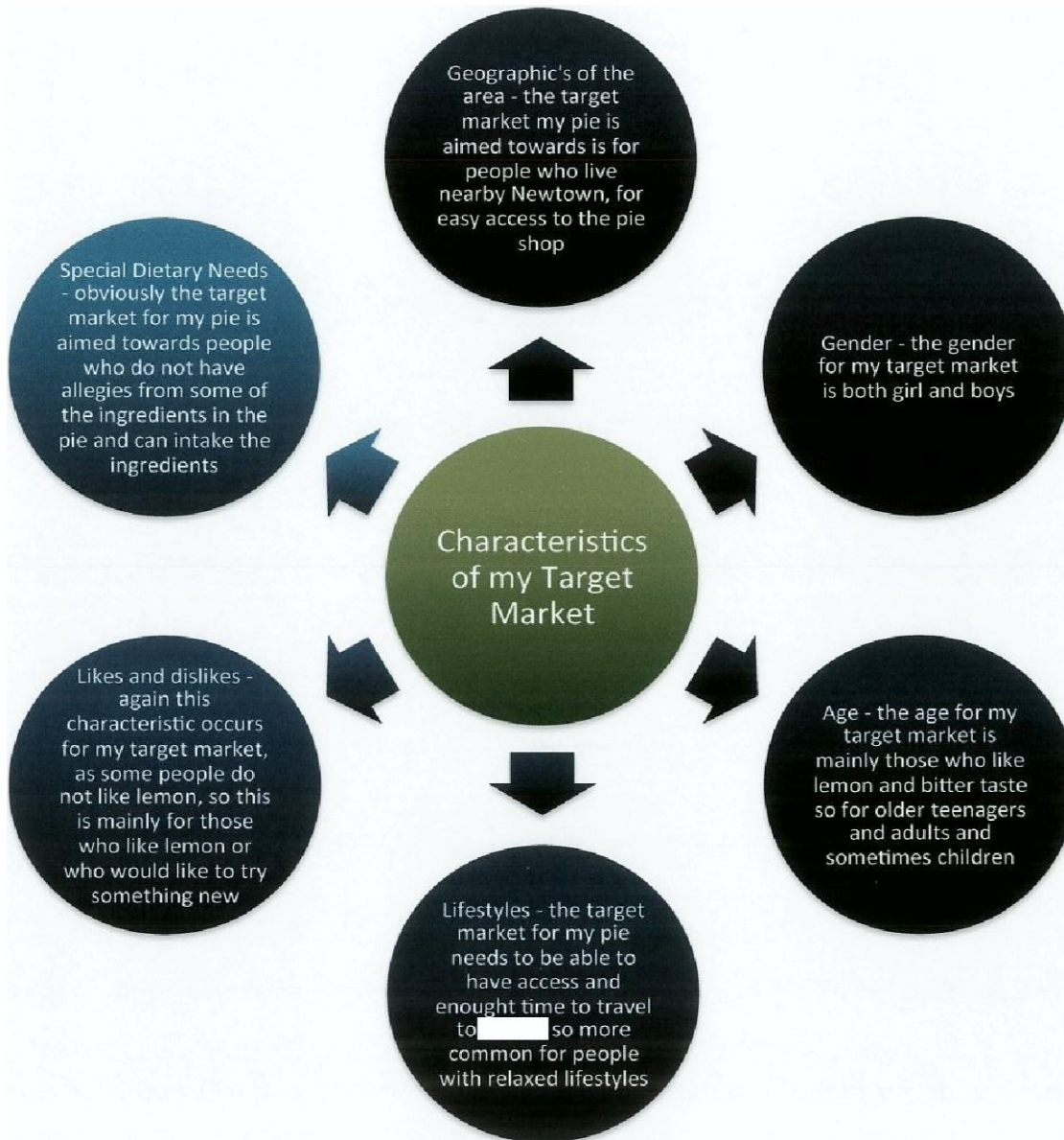


Product Planning

Identify the characteristics of your target market.



Identifies and describes characteristics of a range of target markets. However no clear target market is stated or described.

Brainstorm the products that would most fit the design brief.

Apple pie, Strawberry pie, cherry pie, apple, berry and cinnamon pie, meat pie, shepherds pie, Curry pie, Leman Chiffon Pie, vegetable pie, beef pie, pork pie etc.

This table consists of how many people like the pies and who preferred sweet and who preferred savoury etc.

Like pies?	Sweet or Savoury	Price?	New Flavours	Favourite ingredients	Small or large pies?	How often eat?	Try a chiffon lemon pie?	Prefer biscuit or pastry for lemon pie?
9/10	Sweet— 8/10	Common price was from \$6—\$8	Nearly everyone said fruits and chocolate	Many said lemon but mostly meat	5/10 said large	Everyone at least ate it once a week	Everyone wanted to try a lemon pie	8/10 prefer biscuit

Survey structure indicates limited understanding of the appropriate questions required to gather useful information to analyse

Research and analyse 3 similar products already in the marketplace. Incorporate any of their ideas?

Similar to The Lemon Chiffon Pie is a Leman Tart; this also has a biscuit base, which I am going to use in my pie. Some of the ingredients in the Lemon Tart differ from my pie, as I don't have nutmeg in my pie but do have gelatine. Also a big difference I do not cook mine, but refrigerate it until set.

There is also the Lemon Meringue pie which takes much longer to make as the lemon itself needs to be to the side for an hour. Also for this pie they are using pastry instead of breadcrumbs so from this pie I am not incorporating any of their ideas as wont have the time for cooking or setting aside for more than an hour. Also I will be having whipped cream as a side so this would not be relevant with a Meringue pie.

There is a similar pie to me with the same name, the leman Chiffon Pie but this pie is made up of pastry as the base which I am not doing instead doing the same at the Lemon Tart base which is crumbed biscuits. The filling for this cake is the same as my pie and includes whipped cream as well for the side.

Another similar pie to The Leman Chiffon pie is the Lemon and Strawberry pie which is the similar but has strawberries on top which I am going to incorporate into my pie to even out the bitter and sweet taste of the lemon and strawberries.

Discussion of similar products, making comparisons and links to proposed new product

Statement clearly outlining the characteristics of the food product you will be making.

The characteristics of the food product that I will be making is that I would like to sure that it appeals to the eye so it is colourful and has colour on and in it, so the lemon will add the yellow and the strawberries I will add on top will be bright and vibrant. The texture to the pie will mostly be light from the filling of the lemon and whipped cream on top as well and then the base will be crunchy from the crushed up biscuits that will have set. The taste I have added strawberries on top of the pie to even out the bitter and sweet taste so the pie isn't too sour full of lemon. Lemon is an abundant flavour. Also an important characteristic of my pie I will be making is the nutritional value. The lemon Chiffon pie is a tasty pie but includes very healthy ingredients. Lemon and orange rinds are both healthy as they are baoth fruits, gelatine is neutral, cream and sugar is the only ingredients that are not that healthy.

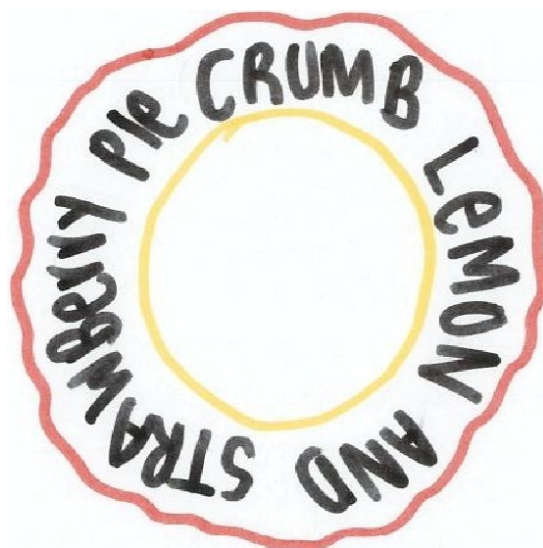
Outlines the characteristics of the new food product and has considered the visual, textural and taste aspects of the new product

Decide on a name for your product and justify its choice.

Crumb Lemon and strawberry pie

I chose for my pie name to be Crumb Lemon and Strawberry pie as I didn't want to change the name of the pie too much so thought I would keep it simple. I chose to have crumb in it as the base is formed from biscuits to fine crumbs and then the Lemon and Strawberry are just the main traits and ingredients of the pie so this will allow the buyers to know what the pie is.

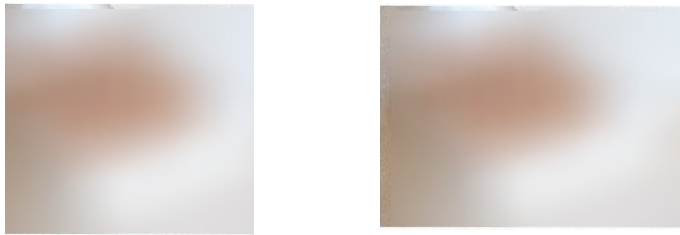
A basic justification of the new product's name

Product Logo

Design the packaging for your new product.

The packaging for my new product I have decided to have it in a simple white cardboard box with the shop logo on the top. This idea has come from many other packaging such as XXXX packaging as they have the same type of box I want. The cost of the box is only \$12.50, which is pretty cheap considering how firm and strong the box, is. It will be easy to use and function as the lid will just open and the sides will stay up holding the pie inside. I thought using cardboard was cheap and would protect the pie from harm and it is light and a simple packaging.

e.g.



Images of types of boxes for packaging

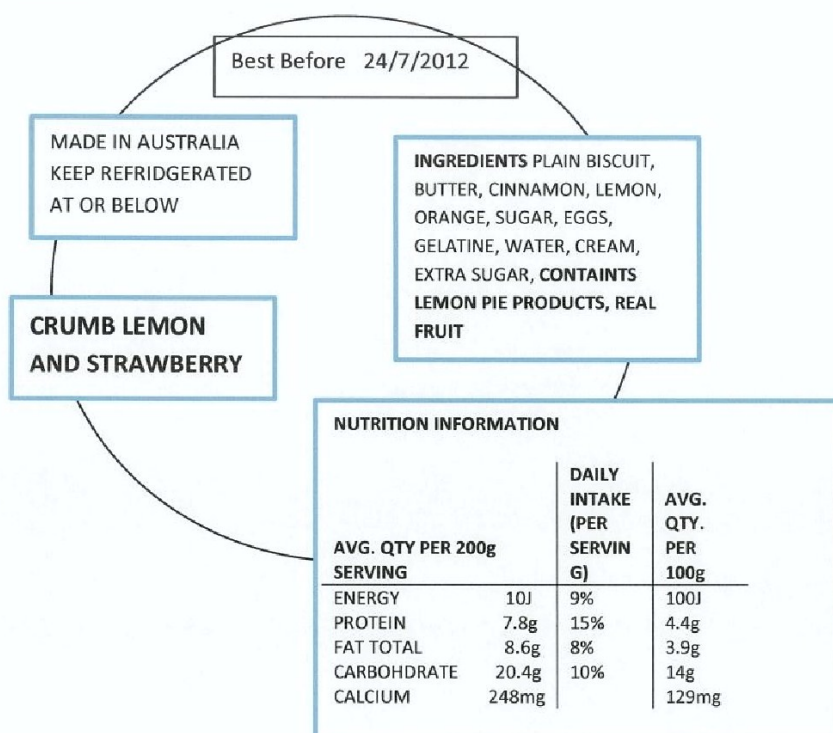
Description of the packaging of the new product with links to cost and functional aspects

Establish the approximate RRP for each serve of the completed food product

The recommended retail price for a slice of pie will be from \$6.50 to \$7.50 with a generous wedge of pie and cream or a side ingredient for the pie. For my pie it will be the whipped cream and strawberries for the side. In XXXX shop there slices range from \$6.50 to \$7.50 so this is why my slice for the pie will be this much. The cost of my packaging will be \$12.50 for a family size pie so in total if someone would like a take away pie from XXXX it will be \$10.50.

Outlines reasons for the recommended retail price of the new food product

Nutritional Value



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

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Grade Commentary

Haley's response demonstrates sound discussion of existing products and provides links to the proposed product. The product name and packaging design is clear and concise but no justification for the logo is given. The nutritional information panel is incomplete and includes inaccurate information. The target market is outlined but not justified. The research skills are basic with incomplete survey results reported and no analysis of the data to justify the proposal. Haley's work sample demonstrates characteristics of work typically produced by a student performing at grade D standard.