

## Product Planning

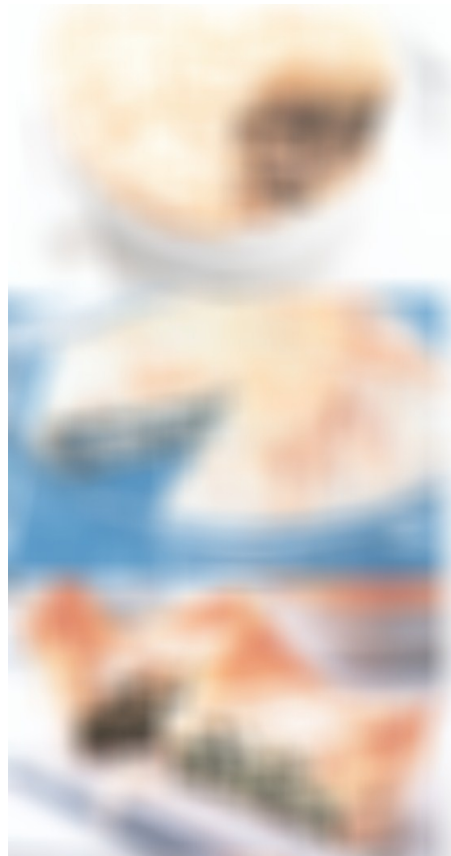
### Identify Characteristics of your target market

- Age:13-19
- Vegetarian
- The pie needs to fit in lunch boxes and be easy to take to school
- The pie need big enough to fill up growing teenagers at school and/or can be eaten on the go. For this to occur the pie needs to be a size that can fit in your hands yet still be big enough to fill you up.
- My target market is people 13-19 who are trying to eat healthy while still being able to eat foods that taste good and fill you up. As my target market is adolescence they are concerned their body image and are concerned about what they are eating. Pies are often seen as unhealthy, so the pie needs to have good nutritional value so people want to keep coming back to buy it.
- As the pie is targeted at people aged 13-19,the pie needs to be able to be eaten cold and still taste nice as the target market is going to have the pie in the lunch box at school where there will be no microwave/oven ta heat the pie up.
- I am going to sell my pie in winter, therefore the pie needs to be hearty and be able ta be eaten hot or cold
- Demographics- people of Newtown and around the city.
- Gender- Female and Male
- Lifestyle- busy
- Packaging- needs to be in a box so it can be carted easily and doesn't get squashed in your bag

### Brainstorm the products that would most fit your design

- Lentil and vegetable cottage pie
- Leek and silver beet pies
- Cheese and spinach pies /cheese and ricotta pies
- Tomato and herb pies
- Potato and leek pie
- Roast vegetable, cheese and cranberry filo pies
- Pumpkin and chickpea pies
- Spinach, feta and sun-dried tomato pie
- Spinach and potato pie
- Caramelized onion and egg tart
- Leek, pumpkin and goats Cheese pie
- Roast pumpkin, Spinach and Ricotta pie
- Vegetable pie
- Pumpkin, Feta, mint slice
- Roasted pumpkin & baby spinach quiche
- Curried lentil

Images of  
different pies



- Mexican pie
- Curry pie
- Spinach and pesto pie
- Ratatouille pie
- Tofu and Vegetable pie



Images of different pies

## Surveys

- 1) Name:
- 2) Do you prefer sweet or Savoury pies?
- 3) What Flavour pies do you enjoy? (Apple, Chocolate, beef, chicken and vegetable, quiches)
- 4) If you could design your own pie what would you include in it (Ingredients, flavours, size)
- 5) Does a Roast pumpkin, spinach and ricotta pie appeal to you?
- 6) Do you prefer to buy family size pies, single serve pies or mini bite size pies?
- 7) Would you bring a pie to school for lunch? If yes, would it fill you up?
- 8) Would you prefer the packaging of the pie to be in a box or bag?
- 9) Are you concerned about the nutritional value of the pie? i.e is it important that the pie is healthy?
- 10) Is there any ingredients that you would avoid when buying a pie e.g. meat, mushrooms, fruit?
- 11) Do you have any dietary requirements? (Gluten free, dairy free, vegetarian etc.)

## Survey Information

	Do you prefer Sweet or Savoury pies?	Does a roast pumpkin, spinach and ricotta pie appeal to you?	Do you prefer family, single serve or mini size?	Would you bring a pie to school? Would it fill you up?	Do you prefer the packaging to be a box or bag	Are you concerned about the nutritional value	Would you avoid any ingredients when buying a pie	Do you have any dietary requirements
Sweet	40%							
Savoury	60%							
Yes		70%						
No		30%						
Family			10%					
Single			80%					
Mini			10%					
Yes				70%		60%	50%	10%
No				30%		40%	50%	90%
Box					100%			

**Conclusion:** From my surveys I have found out that a majority of people enjoy savoury pies over sweet pies and that 70% of my target market who I surveyed would enjoy a roast pumpkin, spinach and ricotta pie. I have found out that most people would buy a single serve pie and everyone said that they would prefer pie in a box. I can draw from this, that when I make my pie I will make a roast pumpkin, spinach and ricotta pie because it is savoury, it will be a single serve size, it will be packaged in a box so that people can take it to school without the pie being squashed and people can also eat the pie on the go. The roast pumpkin, spinach and ricotta pie that I am going to make for fills the want for a pie to have good nutritional value yet still fills you up. When I surveyed my target market I found that common ingredients that people would avoid when purchasing a pie are mushrooms, beef, eggplant and fruit, so therefore I designed a pie that avoided the use of these ingredients. 90% of my target market that I surveyed does not have dietary requirements so I decided to design a pie that was vegetarian so I could cater for nearly all of my target market which is people aged 13-19.

## Research and analyse 3 similar products already in the marketplace:

Bakery	Similar Pie	Similarities	Differences
XXXX	Spinach Quiche Lorraine	<ul style="list-style-type: none"> <li>Spinach and eggs are used as the core ingredients</li> <li>XXXX packages their pies into boxes. The design of the boxes will be similar to mine.</li> <li>The pie doesn't have pastry covering the top of it</li> <li>The size of the pie is the same</li> </ul>	<ul style="list-style-type: none"> <li>Instead of using ricotta they use Swiss cheese and instead of using pumpkin, bacon is added</li> <li>There is more protein and fat in this pie than my pie because XXXX has included bacon in to the pie.</li> <li>You can't see the ingredients in the pie. (They are covered by the egg mixture)</li> <li>Have different faces on each pie</li> </ul>

Bakery	Similar Pie	Similarities	Differences
XXXX	Pumpkin, Feta, mint slice	<ul style="list-style-type: none"> <li>Pumpkin in one of the core ingredients.</li> <li>You can see the ingredients in the pie (They aren't just covered by the egg mixture)</li> </ul>	<ul style="list-style-type: none"> <li>Feat and mint is used instead of ricotta and Spinach so therefore the taste of the pie is different.</li> <li>XXXX package their products in a bag not a box.</li> <li>The Pumpkin, Feta, mint pie is cut and served by slice rather than a whole pie.</li> <li>The base is made from bread crumbs not pastry</li> </ul>
XXXX	Roasted pumpkin & baby spinach quiche	<ul style="list-style-type: none"> <li>Pumpkin and spinach are used as the core ingredients.</li> <li>The pie doesn't have pastry covering the top if it</li> </ul>	<ul style="list-style-type: none"> <li>Doesn't have ricotta in it.</li> <li>Packaged in a bag</li> <li>You can't see the ingredients in the pie. (They are covered by the egg mixture)</li> <li>Have mini-bite size pies</li> <li>Dust there sweet and savoury pies with icing sugar for presentation</li> </ul>

- After looking at these 3 different bakeries' pies I have decided that the ideas that I am going to incorporate are:
- Making sure you can see the ingredients in the pie and that the egg mixture doesn't just cover them so therefore I am not going to have pastry covering the top of my pie and I am going to ensure I am careful when I am layering the pie mixture in my tin before cook it.
- The idea that XXXX has different faces on their pies so I want to try and incorporate something like that on my pie.
- The size of the pies were all a single serve size so I am going to make my pie the same size as it is easy to have on the go and is more practical

### Characteristics of my food product

- I will be making a Roast pumpkin, spinach and Ricotta pie.
- It will be single serve size and will be packaged in a box.
- I have decided to make my pie single serve because I am aiming my pie at people teenagers
- 13-19 who are at school/uni and have busy lifestyles. This pie can be eaten on the go as it fits in your hands or can be eaten at school/uni as it fits in your lunch box.
- I have decided to package my pie in a box so that it can be taken to school/uni without it being squashed.
- As my target market is at school a majority of them won't have access to a microwave to heat the pie up at school/uni so therefore I designed a pie that is nice to eat hot or cold.
- My pie has Ingredients that fill you up and this is especially important because it needs to fill growing teenager.
- I will be selling my pie mainly in the winter so therefore it is important that the pie is filling because you feel like hearty meals more often in winter.

- My pie is full of energy to fuel growing teenagers.
- My pie has a high protein intake from the eggs used and is low in sugar.
- I am going to decorate the edges of the piecrust by crimping it, to make it look unique.

**Name of my product. Justification of choice**

Ideas of names:

- Newtown's healthy heart
- The garden pie
- XXXX's pie
- Teenagers hunger stopper
- Teenagers heart
- Mouth-watering Munchies
- Taste Tempter Pies
- Winter Warmer
- Healthy, Hunger Stopper
- Newtown's healthy Teens
- The Healthy tin
- The Hungry Tin
- The Teenager's Tin

**Chosen name:** The Healthy Tin

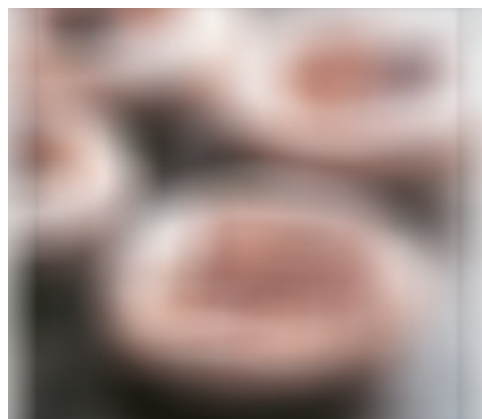
**Justification:** It is a play on word as the pie is being designed for The XXXX, so I decided to link the name of my pie back to The XXXX. The name will attract customers because they will be drawn to it as it is a healthier option. This pie will attract teenagers because in today's society body image is a big deal for lots of teenagers and if they were given the option to eat a healthier version many people would take it. It will also be attractive to vegetarians or those looking for an alternative to a meat pie. 'The healthy tin' sounds substantial and so will be attractive to those looking for more than just a snack.



Spinach Quiche Lorraine



Pumpkin, Feta, mint slice



Roasted pumpkin & baby spinach pie

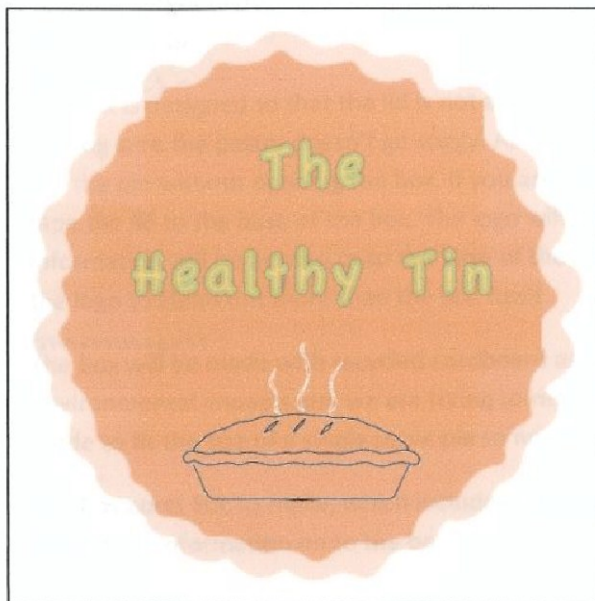
Images of a variety of pies

## Logo

Colours: The orange is used as the main colour as it represents the pumpkin, which is one of the main ingredients. The yellow in the name represents the ricotta and the egg mixture. The green outlining the writing represents the spinach used. I chose these colours over black, white and blue because I wanted the logo to reflect what my pie looked like instead of trying to match logo.

The font has a casual feel to it because my pie is targeted at teenagers. This casual look is more inviting and appealing to younger people than font that has an old rustic look

The logo will 8.5 x 8.5 cm (same size as below)



Shape: I designed my logo to be in the shape of a pie tin. The crimping of the edges of the pie in the logo represent what the crust of my pie will look like. The hot pie is used to link the logo for my pie back to the logo of 'The XXXX'. I tried to keep the logo as simple as possible so that people can remember it easily and they link the colours and shape of the logo back to the pie and then they will remember to go back to the

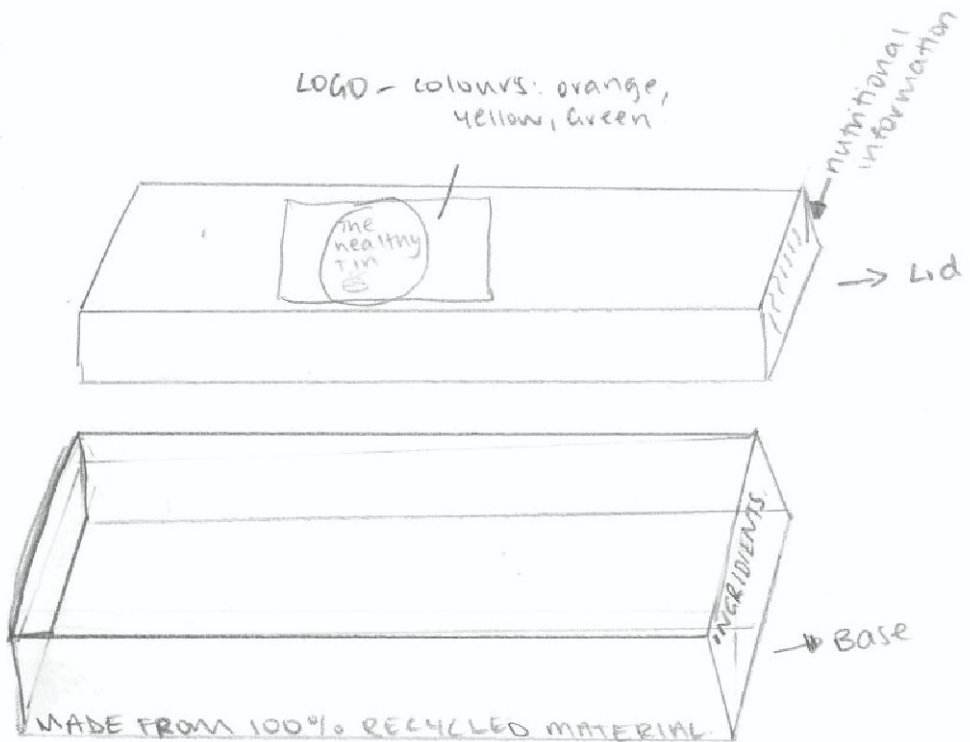
## Packaging-

For the packaging of my pie I am going to have a box. I decided on a box because when surveying my target market I found that 100% of the people surveyed preferred a box to a bag. Using a box is also very practical because my target market is teenager's who are at school/uni and so using a box will allow my target market to take the pie to school without it being squashed. The box also fits into your lunch box.

The box is designed so that the lid is not attached to the base, allowing the pie to breathe and making sure the pastry doesn't go soggy. As lid is not attached to the base it also allows a client to see the pie without opening the box. If you are carting the box around ie to school then you simply tape the lid to the base of the box. The logo will be printed onto the lid of the box and the nutritional information will be printed onto the base of the box. The colour of the box will be white, as I want the logo to stand out more than the box itself.

The box will be made with recycled cardboard as in today's society we are concerned about environmental impacts and we are trying to reduce the amount of packaging we use. This box is also made to fit the size of a single serve pie so no excess cardboard is used.

The box costs 50c to make, which includes the cost of the cardboard and printing of the logo and nutritional information on to the box



trolley		\$21.91
(10 items) plus delivery \$13.00		
		\$1.27 savings
Checkout		
sort by recently added		
Special	Perfect Italiano Ricotta Original 250g	\$3.00 ea
	× 1	\$3.00
	Coon Cheese Block Tasty 250g	\$4.55 ea
	× 1	\$4.55
	Homebrand Self Raising Flour 1kg	\$0.95 ea
	× 1	\$0.95
Special	Pace Farm Liberty Cage Free Eggs Larger 6pk 330g	\$2.49 ea
	× 1	\$2.49
	Fresh Spinach Baby Loose per kg	\$16.98 kg
	× 0.10	\$1.69
	Fresh Garlic Imported Loose per kg	\$14.98 kg
	× 0.10	\$1.49
	Fresh Onion Brown Loose per kg	\$2.98 kg
	× 0.10	\$0.29
	Hoyts Nutmeg Whole 30g	\$2.14 ea
	× 1	\$2.14
	Crisco Vegetable Blended Oil 750ml	\$4.12 ea
	× 1	\$4.12
	Fresh Pumpkin Butternut Whole per kg	\$3.98 kg
	× 0.30	\$1.19

When buying ingredients from XXXX you can't buy the exact quantity for each ingredient, so you end up buying more of the ingredient that you need.

If you work out the exact amount of each ingredient then:

- Pumpkin= \$1.19
- Vegetable oil= \$0.16
- Nutmeg= \$0.29
- Onion= \$0.16
- Baby Spinach= \$0.23
- Eggs= \$0.41
- SRF= \$0.05
- Cheese = \$0.22
- Ricotta= \$0.48
- Packaging= \$0.50
- Total= \$3.69

Therefore to make a profit I will sell my pie for \$4.70.

I researched different prices of pies and found that at the pie tin there pies range from \$5.80-\$7.50. At XXXX the pies are relatively expensive and a mini pie will cost you \$3.50. I believe the cost of my pie is reasonable and that when compared to the prices at the XXX it will stand out especially to teenagers who don't want to spend \$7 on a pie.

**Nutritional value**

<b>Nutritional Facts</b>		
1 Serving (100g)		
<b>Amount Per Serving</b>	<b>Per 100g</b>	<b>% of daily intake</b>
Energy	1776 kj 370 Cal	22%
<b>Total Fat</b>	23g	38%
Saturated Fat	8g	
Polyunsaturated Fat	2.5g	
Monounsaturated Fat	12.5g	
<b>Cholesterol</b>	208.5mg	
<b>Sodium</b>	450mg	22.5%
<b>Potassium</b>	667.9mg	14%
<b>Total Carbohydrates</b>	21.5g	9%
Dietary Fibre	4.6g	30%
Sugars	1.9g	1.9%
<b>Protein</b>	12.6g	12%

**Grade Commentary**