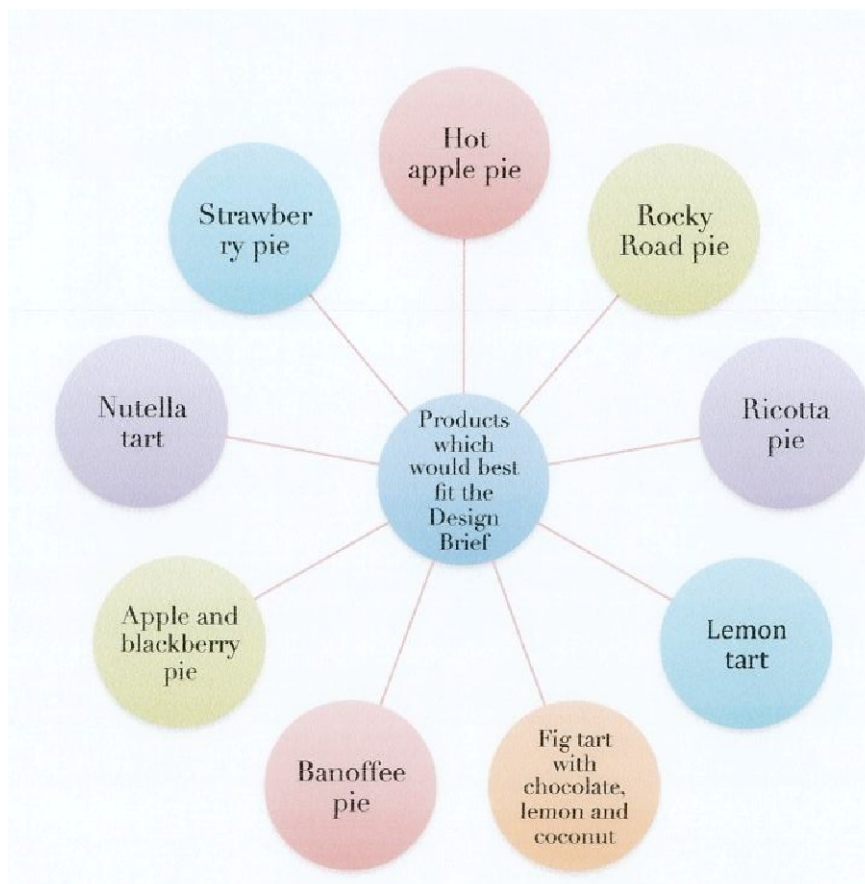


Identify Characteristics of the Target Market

The target markets age group would range from ten year olds to elderly men and women. Although it is suitable for younger children to eat, the ingredients may not appeal to them as it may be too full on for their pallets. The customer would be after a casual food service, that is not necessarily fine dining but either on the go or comfortably sit and eat in the shop. Customers would also want to dine in a warm and vintage atmosphere and have a generous serving of pie or a slice of a tall. The regular customers would be Sydney siders and especially people who live in Newtown. The would most likely attract middle class citizens, therefore they would want. good value for money. The XXXX would attract people who want plain, sweet, savoury and gourmet pies, therefore they need to cater for everybody's desires.

Brain storm the product that would most fit the design brief


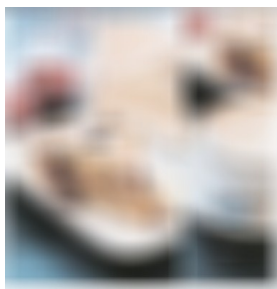



Surveyed:

Survey Questions		Survey Results
1	Is this tart suitable for all year round?	8 Yeses' 1 No
2	Could this tart be altered in any way?	6 people said no 3 people said yes Suggestions were to substitute cream for mascarpone or custard
3	What age group do you think that this tart would appeal to>	5 people said all ages 4 people said not really for young people
4	Is this tart suitable for all cultures and if not what culture does it fit in with?	They survey outcomes was that the tart would fit best into Western cultures
5	How much would you pay for a slice of this tart?	The average price for a generous slice of the berry tart was &6.00
6	Should this tart be packaged in cellophane of a box	3 said in cellophane 6 said in a box
7	How could this tart be altered in order to be more suitable for special diets?	Suggestions: Gluten free flour rather than regular flour. Low fat cream rather than full fat cream
8	What occasion would you eat this tart on?	- special occasions - family/friend dinners - morning/afternoon tea - dessert

Conclusions: from this survey I have decided to use low fat cream rather than full fat cream. I have also decided to package the tart in a box as it is more functional for the customer and more environmentally friendly.

Research and analyse 3 similar products already in the market place

Market Place	Product	Analysis
XXXX	 <p>Image of tart</p>	XXXX tarts mostly contain fruits and are fresh products. Tarts with uncooked and cooked fruits are available. They are more suitable for older children and up rather than young children
XXXX		The XXXX bakes fresh pies daily. They use seasonal produce to create new pie varieties. The apple and sour cherry pie is a sweet pie made with fresh fruit.
XXXX	 <p>Image of pecan tart</p>	XXXX has a variety of sweet tarts. The pecan pie from XXXX is not as freshly made in comparison to the XXXX and XXXX

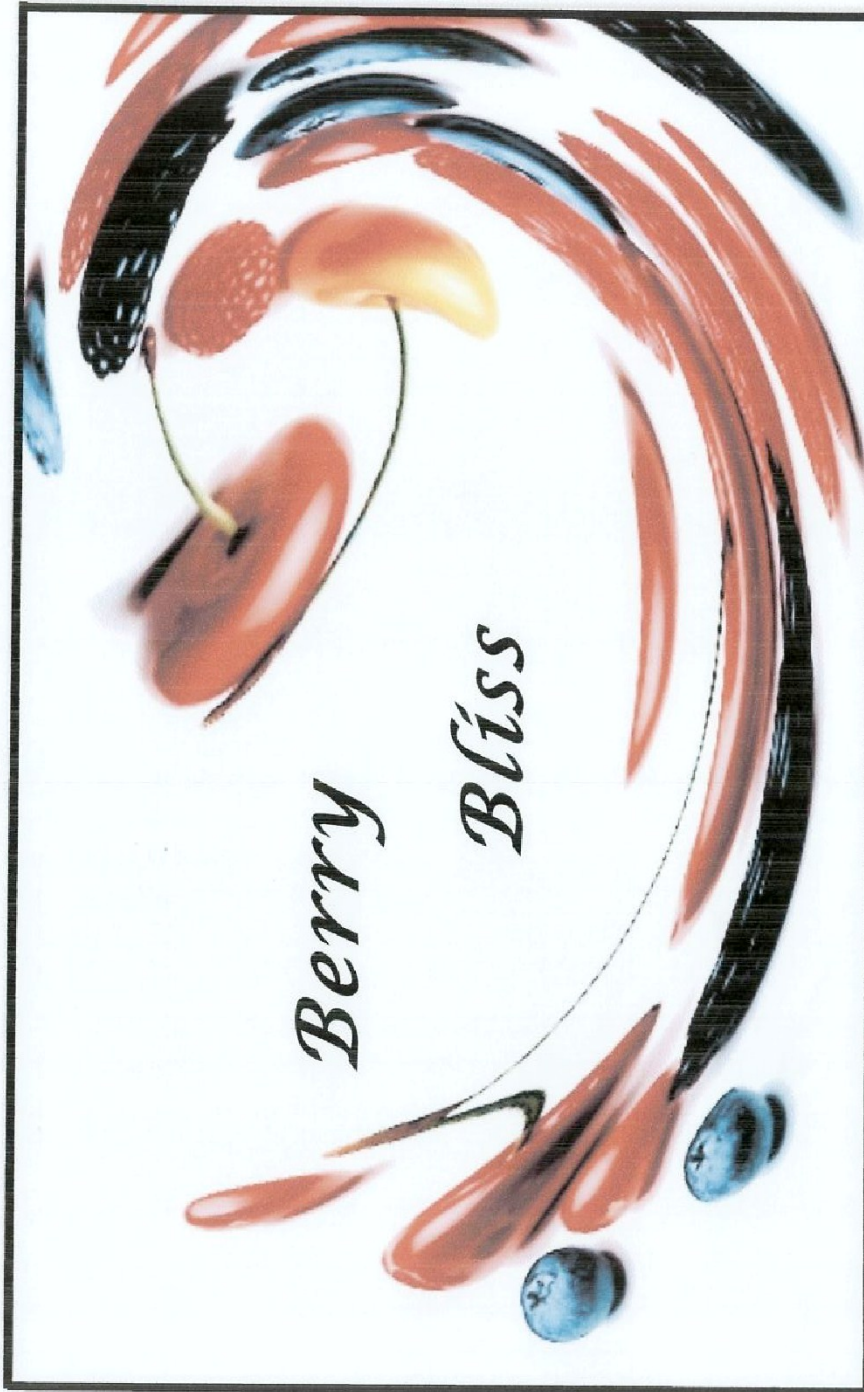
Make a statement clearly outlining the characteristics of the food product you will be making:

The pie I am making is a berry tart, which contains berries and cream. The flavours and texture of this tart will well together as the picture range from oozing berries, crunchy pastry, smooth cream and chewy meringue. The mixture of berries creates a sweet sensation while the orange cream balances out the sweetness of the berries and icing sugar. the tart is ready to be served, you add the fruit and meringues, that way, the meringues will still be crunchy and create an exciting contrast with the soft cream and berries.

This tart is suitable for all ages, particularly for both men and women aged twelve and up, as the flavours may not appeal to younger children. The tart is relative healthy however is not something you would eat on a regular basis as it is more of a treat. The tart is most suitable for dinner parties or morning/afternoon tea, especially special occasions.



Present the name of the product in a logo form showing font and colour



Design Packaging- consider function, aesthetics, materials, cost and the environmental impact of the chosen packaging. Justify your choice in material and the final packaging

The choices for packaging are a cake box and cellophane. I have decided that the tart will be packaged in a box as it is more practical and easy to store. In effect, the customer will not have to awkwardly carry the tart. It is also better than my other choice of cellophane as the tart has cream and berries on the top which will get ruined by the cellophane which will more easily squash the top of the tart. The box will have the *Berry Bliss* logo placed on the top. The box would be cheaper than the cellophane as you can buy the boxes in bulk. With the cellophane, it is far more time consuming to package the tart and the customer would not be pleased to have to wait for their tart to be packaged, whereas the boxes can be folded before hand and the tart can then be placed in the box upon purchase. The box is far more environmentally friendly than the cellophane as the cellophane takes 90 days to decompose, whereas the box can be recycled or reused to store leftovers. Not only is the box more practical but it also supports the tart itself and is less likely to cause any damage to the tart, whereas the cellophane does not support the base of the tart and therefore the base may break or crack.

Establish the approximate RRP for each serve of the completed food product (in the total it also needs to include the cost of the packaging):

Pie Shop	Their Pie
XXXX	Single serve: \$6.50—\$7.50 Full pie: \$29.00—\$49.00
XXXX	Small pie: \$21.00 Large: \$28.00
XXXX	Single serve: \$4.50

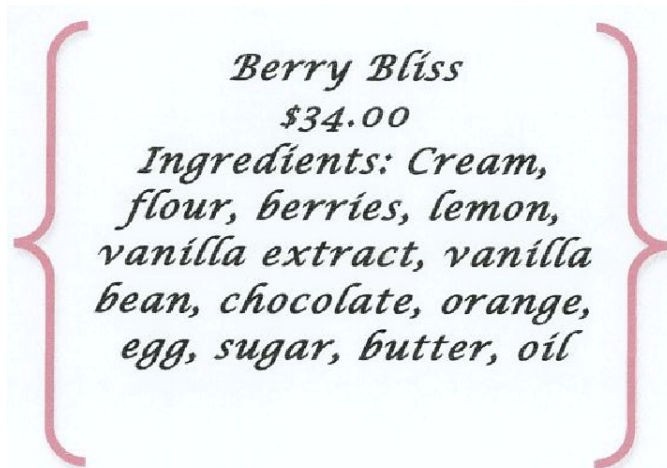
After researching independent bakeries and patisseries I have concluded that the average Recommended Retail Price for a generous single serve of pie is \$6.50. the average Recommended Retail Price for a full pie is \$32.00. The packaging would add up to approximately \$2.00. therefore the approximately price for a packaged full sized pie would be \$34.00.

Nutritional label- create a label for your packaging that meets the FSANZ standards

Under *Food Standards Australia and New Zealand* principles, food made and packaged on the premises from where it is sold, for example at a bakers and food packaged in the presence of the customer, for example at a delicatessen or take-away food shop do not have to be labeled.

However, it is necessary to label the key ingredients such as dairy and gluten products on the label. This is because customers may have allergies or may be keen on some of the ingredients in the product. On the label for the *Berry Bliss* tart, the key ingredients will be labeled.

Label



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Images:

1. *Tis The Season (For Tomatoes and Berries)*. Digital image. .p., 12 Dec. 2010. Web. 17 June 2012. <<http://themerrynummy.blogspot.com.au/2010/12/tis-season-for-tomatoes-and-berries.html>>.