

Year 10 Business

Summer Project

**The Apprentice Challenge!**

Watch the Apprentice **Series 9: Episode 9 – Ready Meals;** check it out at the following link:

<http://www.bbc.co.uk/iplayer/episode/b033vwjv/The_Apprentice_Series_9_Ready_Meals/>

**The Scenario**

You are one of Alan Sugar’s potential winners of the Apprentice. The ready meal market is worth over £1billion per year. Your challenge is to develop a new style of ready meal aimed at one of two markets: **children** or **families.** In the show, one team developed a ready meal for children and the other one for young professionals. Watch the show using the iPlayer link above, decide on your option then work your way through each task.

# Circle the option you have chosen for your project:

## Option 1 – produce a ready meal aimed at children

## Option 2 – produce a ready meal aimed at families

**Tasks**

## Lord Sugar would like you to complete the tasks on the next 2 pages...you can choose how you present your work, but you must cover all 7 tasks in full detail & complete them to the best of your ability:

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Task1

## The Target Market

* Describe your **target market** (the people that you want to buy your product) – think about their age, gender, hobbies/interests, income (how much money they earn)
* Explain why these people are **customers** (buyers) of ready meals

Task 2

## What do the customers want/need from my product?

List & explain at least 5 things that your audience would **want** or **need** from a ready meal – think about type of meals, ingredients, size of meal, prices, branding/packaging.

**You could even ask people you know and do a bit of your own research!**

Task 3

## What does the competition offer?

* Research at 2/3 different **ready meal brands** (either supermarket own label or brands such as Findus) – they should be aimed at the same market as yours.
* Describe what their product is like – type of ready meal (recipe), branding/packaging, advertising used, price, where it’s sold etc

Task 4

## http://upload.wikimedia.org/wikipedia/en/thumb/9/9f/Findus_logo.svg/213px-Findus_logo.svg.pngMy brand

* Decide on a **brand name** for your ready meal range
* Design the **logo** that will be used to represent the brand – it must appeal to your target audience!
* Explain why your **brand name** and **logo** are suitable for your **product** / **target market**.

**You could look at the competition to get ideas BUT make sure yours is different so that it stands out!**

Task 5

## The Recipes!

* Give examples of at least 2/3 **different recipes** for your ready meals e.g. Spaghetti Bolognese, Chicken Korma, Roast Beef & Yorkshire Pudding
* For each recipe you choose, explain why you think it would be a suitable one for your chosen **target market.**

Task 6

## The Packaging

* Design the **packaging** for one of your recipes from Task 5 – make sure you use the brand name / logo from Task 4.
* Explain the **design of your packaging** by labelling it – you could explain: information included, colours used, language used, how it reflects your brand etc

**You could look at the competition to get ideas BUT make sure yours is different so that it stands out!**

Task 7

## The Advert

* Design an A4 **advert** that could be placed in suitable magazines or blown up and displayed in Bus Shelters. The advert could be for your whole product range or just one of your recipes but it must **persuade** your **target market** to buy your product over the **competition**!
* List 2/3 places where you would look to **display your advert** – what is the best way to reach your target market? Think about magazines, TV, newspaper, bus shelters and other advertising media.
* For each choice, explain fully how the place you have chosen will reach your **target market** and **persuade** them to buy your ready meals.

**You could look at the competition to get ideas BUT make sure yours is different so that it stands out!**

**Good Luck!!!**

# ASSESSMENT (this section will be completed by your teacher)

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| **Success Criteria – I have:** | **Achieved (Y/N)** |
| **Included a suitable title for my project** |  |
| **Each task has a suitable subheading so that my project is well organised** |  |
| **Described & explained my target market** |  |
| **Explained at least 5 customer needs/wants** |  |
| **Described at least 2-3 competing ready meal brands** |  |
| **A brand name, logo and explained why they are suitable for my product / target market** |  |
| **Chosen 2-3 recipes and explained why they are suitable for my target market** |  |
| **Designed packaging & labelled the design to explain my choices** |  |
| **Designed advert & explained 2-3 places where I would display my advert so that my target market will see it** |  |
| **Checked my spelling, punctuation and grammar are correct** |  |

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| What Went Well: |
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| Even Better If... |
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| Teacher: | Date: |