

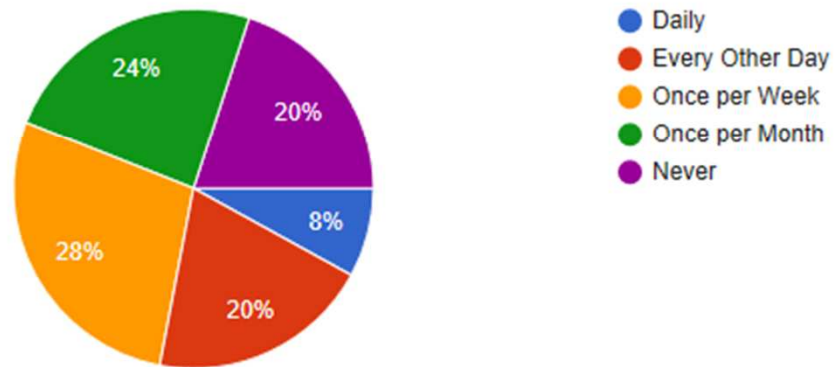
Product Launch Project

By: Two Awesome Marketing Students

Market Research

How often do you visit the Lion's Den?

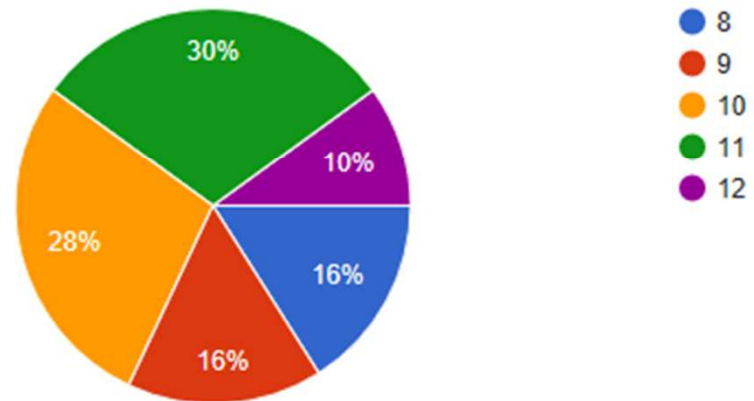
50 responses



Market Research II

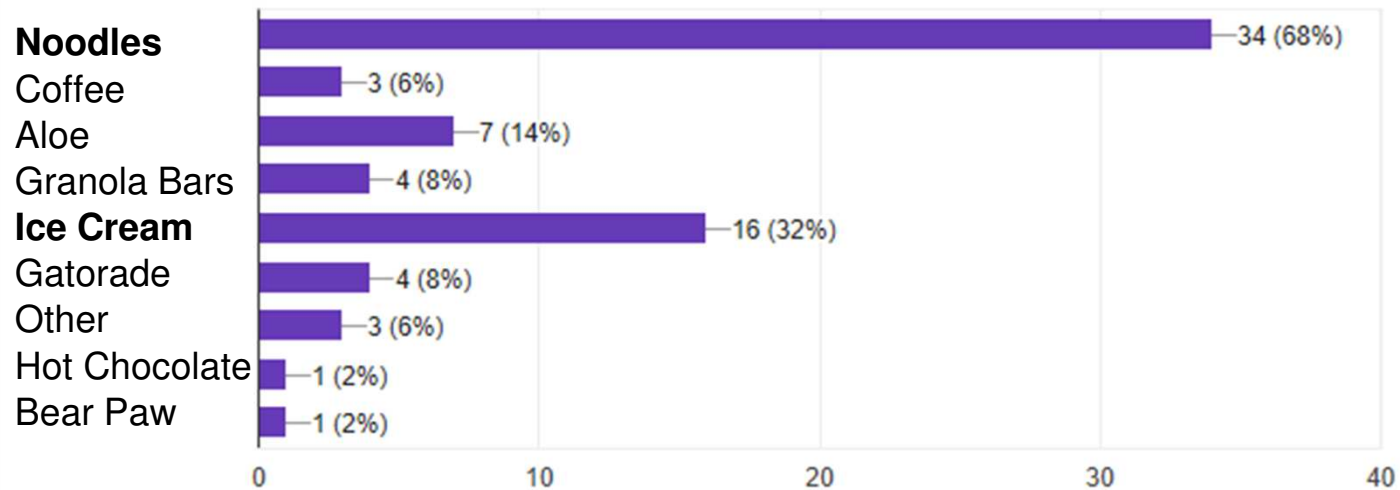
What grade are you in?

50 responses



What item do you purchase most from the Lion's Den? You may choose more than one.

50 responses

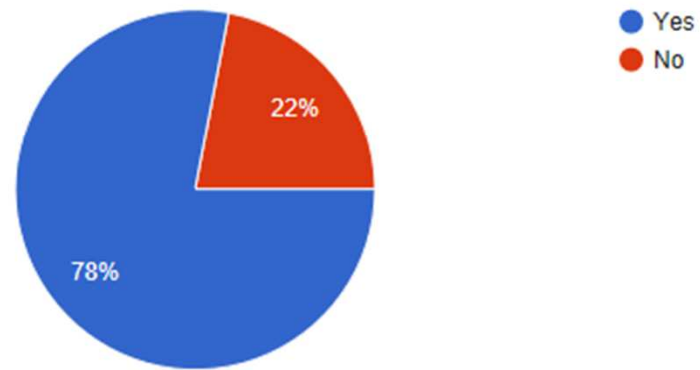


Suggestions



Would you consider purchasing apple pie with ice cream?

50 responses



Average Price: \$3.00 to \$3.50

Product Selection



Ice Cream



NUTRITION FACTS

Serving Size grams (125 mL); Serving Per Container **Not Availa**; Calories **190 cal**; Calories from Fat **0.00**

Amount Per Serving	% DV	Amount Per Serving	% DV
Total Fat 11 g	17 %	Total Carbohydrate 19 g	6 %
Saturated Fat 7 g		Dietary Fiber 0 g	0 %
Trans. Fat 0.4 g		Sugars 15 g	
Polyunsaturated Fat 0 g		Other Carbohydrate 0.00 g	
Omega 3 0 mg		Protein 3 g	
EPA 0.00 mg		Potassium 0 mg	0 %
DHA 0.00 mg			
Monounsaturated Fat 0 g			
Cholesterol 35 mg			
Sodium 50 mg	2 %		

Vitamin A 10 %; Vitamin C 0 %; Calcium 6 %; Iron 0 %

Apple Pie



Farmers Market Loblaws - Apple Pie With Cinnamon

Servings:

Calories	140	Sodium	85 mg
Total Fat	7 g	Potassium	0 mg
Saturated	3 g	Total Carbs	18 g
Polyunsaturated	0 g	Dietary Fiber	1 g
Monounsaturated	0 g	Sugars	8 g
Trans	0 g	Protein	2 g
Cholesterol	0 mg		
Vitamin A	0%	Calcium	0%
Vitamin C	0%	Iron	5%

Focus Group Results

Improvements:

- Heated pie
- Larger amount of ice cream
- Price Reduction
- Cinnamon
- Healthier Choices



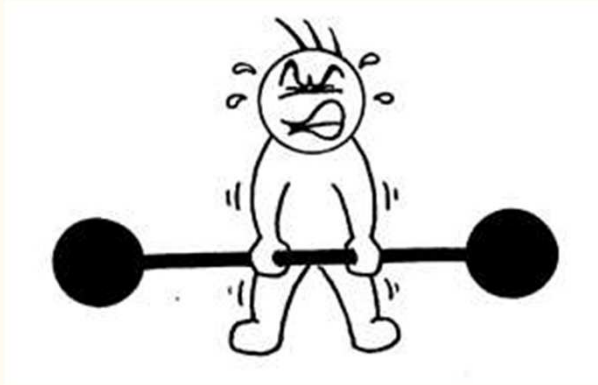
SWOT Analysis - Strengths

- Reception to product has been strong
- Cheap to produce, margins can be large (high perceived value)
- Product is unique
- Product is filling



SWOT Analysis - Weaknesses

- Allergies may reduce potential customers
- Shorter time frame to sell - other products are non-perishables
- Higher price may drive off customers
- More labour involved in production
- Product may be considered unhealthy



SWOT Analysis - Opportunities

- During the summer, sales may increase due to warmer weather.
- Bulk purchase discount on apple pie
- Lion's Den is more convenient than other restaurants
- Cheaper than the cost of the total



SWOT Analysis - Threats

- Ice cream cups are cheaper alternatives for customers
- Cafeteria already sells a wide variety of pastries and ice cream products
- Bulk purchase discount may end
- Rainy/cold weather could decrease sales



Supplier Procurement



4651 NO 3 Rd, Richmond BC V6X 2C4

<https://www.realcanadiansuperstore.ca>

Financial Information I



\$0.25

\$5.00



\$0.50

\$5.98



\$0.07

\$6.99

Total Cost per unit: \$0.82

Financial Information II

Chosen Markup: 366%

Chosen Selling Price: $\$0.82 \times 3.66 = \3.00

Breakeven point: $\$10$ (Pie) + $\$5.98$ (Ice Cream) + $\$6.99$ (Plates) = $\$22.97$

$\$22.97 / \$2.18 = 10.54$ rounded to 11 sales.



Promotion Plan

- Countdown - 1 week
- Coupons - 1 week
- Announcement - 1 + 2 weeks
- Posters - 3 weeks



Conclusion

