

Business & Enterprise 'Snack Attack Challenge 2012'

Take the

**SNACK
ATTACK**

challenge

2012!



Your name.....

Your Teacher's name.....

Higher Paper: Based on KS3 English levels 5 to 8

Snack Attack Challenge 2012'

The Challenge....

Congratulations on getting started on what will hopefully be an interesting & fun project for you....fingers crossed!

The snack attack challenge is a Nationwide competition that we are going to enter as a School & are relying on you Year Eights to step up to the plate! Given how well you responded to the enterprise challenges in Year Seven (think back to the Life at Adeyfield day & the Swap Shop), I am sure you will do the School proud with your ideas.

In addition, the top five entries from each class will receive prizes, have their entries on show to the School and will also be chosen for an 'off timetable snack attack day', where you will compete with other groups to come up with the best idea for the School's final entry in the competition.

I hope this sounds ok so far ☺

We have based the project on Fairtrade, as it appears that you lot are enjoying the lessons in B&E at the moment, learning all about it. We also wanted to keep an ethical theme because of the good Fairtrade can do our planet & because you all seemed to enjoy the recycled Dragons Den homework project last year, another worthy cause! Mr Bird is still using Gracie's pen holder on his desk!

Have fun (where you can), please try hard but most

importantly.....**GOOD LUCK!!!**

What do you have to do?

For the challenge, you are required to:

- Visit the supermarket & identify as many Fairtrade products as possible
- Research Fairtrade & it's benefits
- Come up with a new Fairtrade snack idea
- Invent a name for it
- Design the packaging
- Design an advertising campaign to promote it

To see last year's top entries go to

www.traidcraftschools.co.uk/snackattack

You should enclose any planning work with your project, so that we are able to see all the consideration you have given the challenge & award house points for those who have tried extra hard.

Task 1 - Market Research

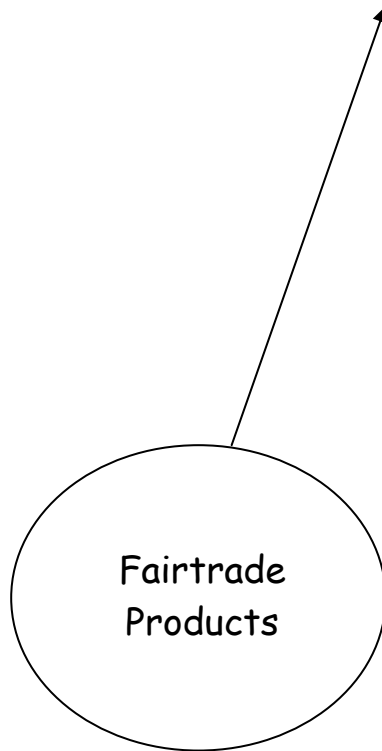
It is time for you to earn some brownie points with your parents and help with the family shop, whilst completing some market research.

What is market research?.....
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Why will market research help your project?.....
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.....

Whilst you are in the supermarket, try and hunt out as many Fairtrade products as you can & jot them down below (TIP: pay close attention to the type of product and style of packaging):

Here's one to get you started....BANANAS (of course!)



Task 1b - Market Research

Now that you have found out all the different products that exist, it is time for you to carry out some Primary research of your own, to find out what your family and friends think about Fairtrade.

Try and ask at least 10 questions that will help you to decide on the most appropriate snack to produce and how best to design the packaging and promote the material. For example, you might like to ask people what their favourite snacks are & whether they would buy a certain type of snack bar. You may also wish to find out how much people are willing to pay for the bar, for example.

Please include your questionnaire & findings in the back of your project & label your work clearly.

Task 2 - Why is Fairtrade important?

To give you a better chance of coming up with a product which might win, have a think about why Fairtrade is important & the impact it can have on communities less fortunate than us.

By exploring the websites; www.fairtrade.org.uk & www.traidcraft.co.uk and by reading the enclosed case study, develop your understanding of Fairtrade a little further.

- How would you define what makes a product reach the Fairtrade standard?

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- Do you think it plays an important role in World trade?

Yes/No

- Explain what you think most of the additional income is spent on by the producers? Why is this?

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Fair Trade Case Study

What is 'fair trade'?

Fair trade is sometimes called ethical trade. It is the idea that people in developing countries should get a fair price for the products they sell, instead of being exploited as cheap labour or through the destruction of their environment.

How does fair trade help farmers in developing countries?

Farmers growing products such as tea, coffee and chocolate must pay for fertilisers, pesticides etc. which are generally imported from developed countries. However the price they get for their crops has not increased as much as the price they pay for these imports. The market price for their products sometimes drops below the cost of producing them. As a result many farmers are working harder but getting less money than before.

Fair trade tries to help by buying products directly from the farmer at a better price than the farmer would otherwise get. This has helped many small farmers trade their way out of poverty and improve their standards of living.

How long has fair trade been operating?

Fair trade has grown more widespread during the 1990's. In July 1992 the Fairtrade Foundation was set up by a number of organisations - CAFOD (Catholic Fund for Overseas Development), Christian Aid, New Consumer, Oxfam, Traidcraft Exchange and the World Development Movement. The Fairtrade Foundation awards its Fairtrade Mark to products which offer producers and workers a fair deal. The UK Government launched its own Ethical Trading Initiative (ETI) in March 1998.

Task 3 - The Fairtrade quiz

Now that your knowledge of Fairtrade is getting better, see how you get on with this quiz (circle your answer). ONE TIP: You may need to do some additional research to get some of the answers. Good luck!

Extra House Points can be won for the following scores:

- | | |
|------|----------------|
| 5/5 | Blue Slip |
| 4/10 | 2 House Points |
| 3/10 | 1 House Point |

Q1. How many people in Africa are estimated to be dependent upon us in the UK buying food and flowers from them?

- a) 500,000 (half million)
- b) 1,500,000 (one & half million)
- c) 3,000,000 (three million)

Q2. What percentage of the rural poor work on the land?

- a) 40%
- b) 50%
- c) 70%

Q3. The Fairtrade standards include criteria to do with protecting the environment.

- a) True
- b) False

Q4. The standards of Fairtrade require that the products are always grown organically.

- a) True
- b) False

Q5. Fairtrade products are:

- a) Transported to the UK by air
- b) Transported to the UK by ship

Task 4 - Your Fairtrade snack idea

Your idea could be stolen (shh) from a product that exists but not as a Fairtrade product, or it could be a totally new idea of your own.

There is no restriction on the type of product you choose - it can be in a bag, a bar, a box or any other style of packaging.

However, the product must qualify for Fairtrade certification so it must have one or more of the following ingredients:

- **Fruit:** raisins, apricots, blueberries, bananas, mangos, dates and sultanas.
- **Nuts and beans:** brazil nuts, cashew nuts, almonds, peanuts, walnuts, cocoa beans (chocolate - milk, white, dark) and coffee beans.
- **Other:** sugar and all products made of sugar, crisped rice, yoghurt coating, honey, candied ginger.
- You may also include the following ingredients: cranberries, kiwi fruit, peaches, pears, apples and hazelnuts.

Why not ask your parents if you could try out a recipe & trial it with your mates? Even better, hand in a sample with your work! That might give you the competitive advantage you are looking for.

In coming up with your product idea and designing the packaging and promotional campaign, you may like to think about the following:

1. What audience (eg, young/old) are you aiming your snack at?.....

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2. How can you make your snack appealing to your audience?

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3. What ideas can you get from looking at packaging on other products?

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4. What are the Unique Selling Points (USPs) of your product?

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5. What is the competition for your product?.....

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6. How can you make your product stand out from competitors' products?

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7. How easy would it be to manufacture or produce your product?

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Traidcraft is a fair trade company who are very proud of the fact that all their Fairtrade products are sourced ethically, from producers who are paid fairly and have decent working conditions.

1. How can you ensure that the Fairtrade aspects of your product come across to potential customers?.....

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Use the space below (or include notes) to justify your three favourite ideas/recipes:

Idea/recipe 1:

Reason:.....
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Idea/recipe 2:

Reason:.....
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Idea/recipe 3:

Reason:.....
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TASK 5 - A snack name

This should be catchy and it's best to avoid trademark names belonging to other companies (e.g. Smarties®) as you won't be able to use them in the final entry.

Brain storm some suitable ideas below:



FINAL CHOICE:

Justify why you have chosen this name:

Reason:.....

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What about a catchy slogan/strap line which might enhance your brand?

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Task 6 A packaging design

This is to make your product appeal to the target audience and make it stand out on the shelf!

This is your chance to be really creative and come up with your own, original ideas. It's best to avoid any characters or trademarks belonging to other companies (e.g. Tony the Tiger).

Complete the design below, or even better, hand in your plans on scrap paper & draw your final design below (see an example on the next page). If you want to, you are welcome to actually make a prototype of the packaging. Let your creative juices run free!!!

Task 7 Marketing plan and campaign

How are you going to advertise your new product? This could include a poster or billboard, magazine or newspaper advert, a TV, internet or radio advert or any other form of advertising you like.

What advertising campaign will you choose.....you decide!!!!!!

Feel free to jot it down below, or even better, include your plan on separate pages. If you decide on a TV advert, you may want to include a storyboard. Whereas, for a poster, you should draw out what the poster will look like...good luck, this is the last challenge!!!

Well done, you have now finished the project - give yourself a pat on the back!!