

Chocolate Bar Market Research Activity

Student Handout

Challenge: A company that makes chocolate bars is looking to invest in a new chocolate bar created by a team of young entrepreneurs. However, it has yet to find an innovative and exciting new product and brand that caters specifically to the market of youth ages 12-19. In addition to a new chocolate bar idea, the company would like market research about its feasibility before investing.

Part 1: Market Research

Instructions: Working in groups, develop a 6 question market research survey to research what would be the best type of chocolate bar to sell to youth ages 12-19. Remember to ask questions that will help you design a new product that people in that age group will want to buy. Ask your teacher if you need help thinking of questions.

Write your questions in the space provided below. You will ask these questions to a classmate who is in the target market of 12-19 year olds, and record their answers in the spaces below the questions. Your group must get 20 different people to take your survey. After getting your responses, meet back with your group to put all your data together.

Question 1:	Question 2:
Question 3:	Question 4:
Question 5:	Question 6:

Part 1 Continued

List some of the key things you learned as a group from doing your research to share with the class. Try to think of how you could use this information to develop a new chocolate bar.

Part 2: Develop a new Product

Instructions: Now it is time for your group to create a new chocolate bar based on your market research. As part of your new product, your group must:

- Design a NEW chocolate bar
- Design a brand name, logo, and slogan
- Identify what makes your chocolate bar different
- Price of the bar and where it will be sold
- Come up with a commercial to perform about your bar to judges or your classmates
- EXPLAIN the reasoning behind your strategy and link it to the market research done

Remember: The reasons for your decisions that are supported by their market research are just as important as creativity in this competition.