

FIONTRAÍOCHT Á CUR I NGNÍOMH

TASC

Cadbury Golden Cups

Teastaíonn ó Cadbury an méid táirgí a sholáthraíonn siad a mhéadú. D'iarr siad ar d'fhoireann taighde agus forbairt a dhéanamh ar tháirge a d'fhéadfaidís a chur ar an margadh.

NA GNÉITHE CÁILÍOCHTA DO MEASÚNÚ RANGBHUNAITHE 1.

Féach Staidéar Gnó na Sraithe Sóisearaí:

Treoirínte do na Measúinthe Rangbhunaithe agus don Tasc Measúnaithe

FIANAISE

Powerpoint



Cliceáil anseo chun amharc ar an PowerPoint ar fad le nótaí agus aiseolas ar na gnéithe cáilíochta.

Staidéar Gnó na Sraithe Sóisearaí – An Dara Bliain

FIANNAISE: FRÉAMHSHAMHAIL



GC 4: Tá cáilíocht den scoth ag baint leis an bhfréamhshamhail.

Cadbury



Golden cups

INTRODUCTION

The product idea we have chosen for our CBA is called 'Golden Cups'. Our aim was to make a new product for Cadburys to produce. After many ideas we settled for Golden Cups. It is a honeycomb cup filled with Cadburys milk chocolate. We edited our product based on the information we gathered from our research.



ACTION PLAN

OUR MARKETING MIX

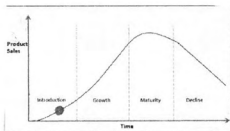
PRODUCT

- ▶ Our product is a small hemi-sphere shaped honey comb cup, filled with Cadburys chocolate in the centre. The product will include 13 of them in each tube.
- ▶ USP: Our product is completely unique in shape and nothing like this has been done before.
- ▶ Our target market is people of all ages but as we had found from our survey it was most popular with teens from ages 13-18.
- ▶ Our competition is Mars but our product is completely different to any of their products.



PRODUCT

- ▶ Mars are our competition because they are one of the leading chocolate companies worldwide, along with us.
- ▶ Our product is different to any chocolate product outside of Cadburys although it is similar in ingredients to the Cadburys product Crunchie.
- ▶ Our packaging is a cylindrical tube with a removable cap at one end. The packaging will be made of a lightweight cardboard.
- ▶ Our product is in the introduction stage of its lifecycle



PRICE

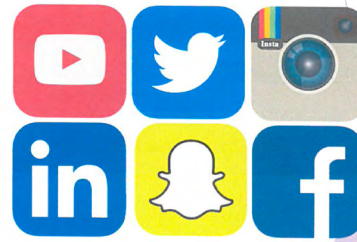
- ▶ The final cost of our product is €1.20.
- ▶ The cost of making each individual product costs us €0.75, this price includes €0.71 manufacturing and €0.04 packaging and distribution. We made a net profit of €0.45 which is equal to 60% profit.
- ▶ Our competitors, the “Mars Company”, have their similar sized products price between the prices of €1.10 - €1.30.
- ▶ We are a quality over quantity based product because our ingredients are of good quality and flavour.



$$\text{Profit Margin} = (0.75/1.20) \times (100/1) = 62.5\%$$

PROMOTION

- ▶ We are going to advertise our product on TV and social media such as Snapchat, Facebook, Twitter, etc.
- ▶ The reason we have chosen to advertise our product this way is because from our survey we discovered that these were the most popular methods of advertising. Also social media is more popular with the younger generation which is advertising to our target market.



PROMOTION

- ▶ As our product is in the development stage we are not going to include a celebrity or character to represent our product, but we may consider it in later stages of the product lifestyle.
- ▶ As we said our packaging is cylindrical in shape and is golden in colour. The reason it is golden is because it ties in with the name of our product 'Golden Cups'. We used the Cadburys shade of purple for our font so people will know it is Cadburys. Our packaging also meets all EU labelling laws.



PLACE

- ▶ We are going to sell our product in local supermarkets such as Centra, Super Value, Tesco, etc.
- ▶ In the survey that we conducted we found out that the most popular place our target market buy products similar to ours are the ones mentioned above. Also from our secondary research we found out that Cadburys sell a lot of their other products in these shops.

TESCO

SuperValu
Real Food. Real People



Producer → Wholesaler → Retailer → Consumer

GC 3: Léiríonn an plean gníomhaíochta uailmhian agus cruthaitheacht agus tá sé bunaithe ar fhianaise fóna – tá Cadbury ag iarraidh an líon táirgí a chuireann siad ar fáil a mhéadú. D'iarr siad ar d'fhóireann taighde agus forbairt a dhéanamh ar tháirge a d'fhéadfaidís a chur ar an margadh bunaithe ar bhreith ar an

PRIMARY RESEARCH

In our product we conducted two types of research, primary and secondary. For our primary research we created a survey and sent it to our target market. This research helped us to find out if there was any changes that needed to be made to our product and if our target market liked the idea and would buy it. It also helped us to get an idea on where to sell our product and where to advertise it.



SECONDARY RESEARCH

For our secondary desk research, each member of the team researched on the Internet information we couldn't access from the survey. This helped us find out such information as where Cadbury's sell their products and the prices of our competitor's products.



CONCLUSION

Overall we feel that we have done a good job doing the CBA. We have learnt many things that we would do different such as getting our timing more efficient and improving on communicating to each other in better ways. These points will help us to get much better as a team.

GC 4: Tá an tionscadal iomlán agus cuirtear i láthair é ar bhealach eagraithe soiléir; tá deis bheag ann chun é a fheabhsú. D'fhéadfaí é seo a fheabhsú trí chonclúid agus moltaí soiléire a thabhairt maidir leis an gcaoi a bhféadfaí an tionscadal a fheabhsú, céard a d'oibrigh go maith/nár oibrigh go maith

1. Are you a...



Answered: 35

Skipped: 0

| | | |
|------------------|--------|----|
| Child (under 12) | 14.29% | 5 |
| Teen (13-18) | 57.14% | 20 |
| Adult (18+) | 28.57% | 10 |

2. Do you like the idea of a small packet of honeycomb cups filled with Cadburys Chocolate?

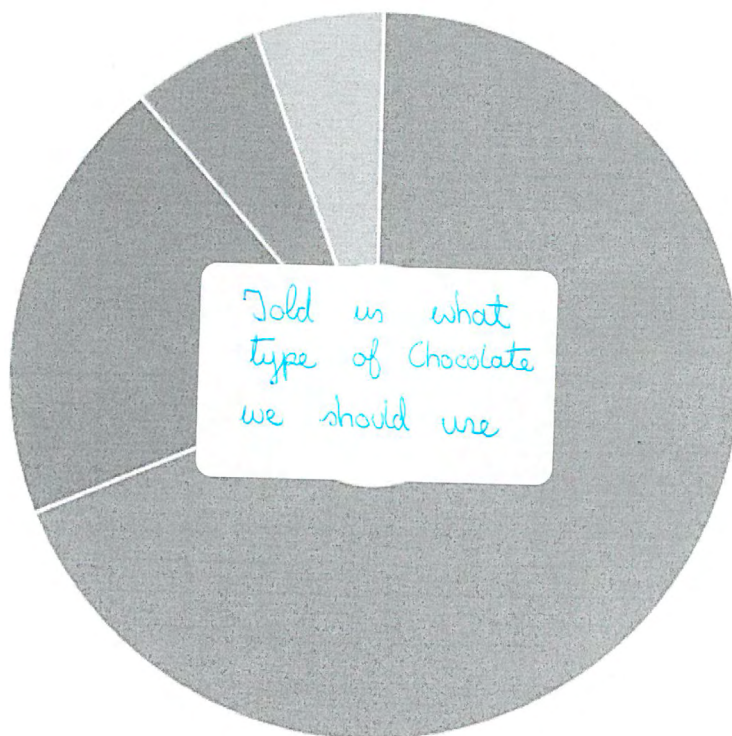


Answered: 35

Skipped: 0

| | | |
|-----|--------|----|
| Yes | 77.14% | 27 |
| No | 22.86% | 8 |

4. What is your favourite type of chocolate?

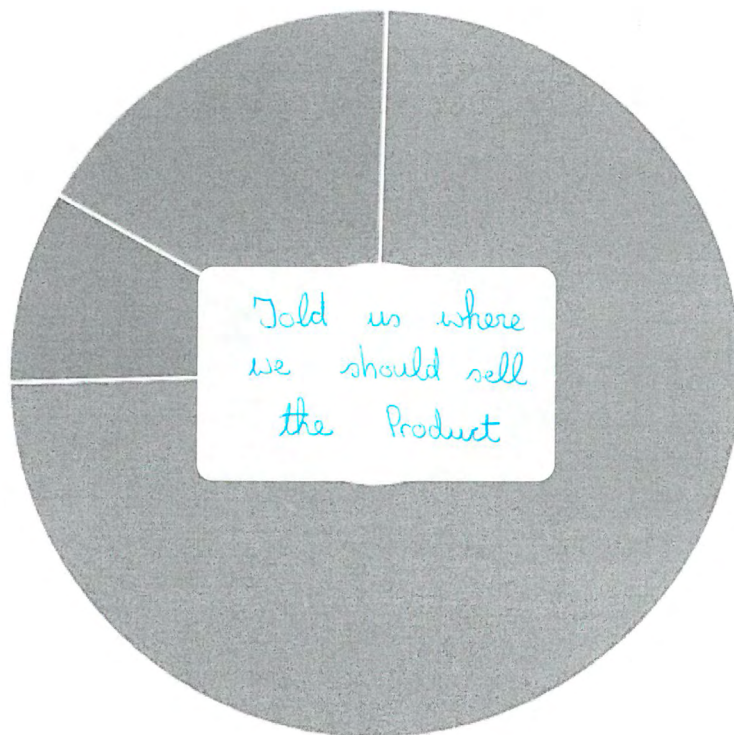


Answered: 35

Skipped: 0

| | | |
|-------|--------|----|
| Milk | 68.57% | 24 |
| White | 20% | 7 |
| Dark | 5.71% | 2 |
| other | 5.72% | 2 |

5. Where would you buy this product?



Answered: 35

Skipped: 0

| | | |
|------------------------|--------|----|
| Local Supermarket | 74.29% | 26 |
| Sweet Shop | 8.57% | 3 |
| Newsagents | 17.14% | 6 |
| Other (please specify) | 0% | 0 |

7. Would you buy it in a...



Answered: 35

Skipped: 0

| Response | Percentage | Count |
|------------------------|------------|-------|
| Packet | 68.57% | 24 |
| Box | 20% | 7 |
| Tub | 11.43% | 4 |
| Other (please specify) | 0% | 0 |

9. Where do you see advertisements the most?



Answered: 35 Skipped: 0

| | | |
|--------------|--------|----|
| TV | 48.57% | 17 |
| Social Media | 40% | 14 |
| Billboards | 2.86% | 1 |

GC 2: Tá an measúnú ar na comhthorthaí taighde ar chaighdeán an-mhaith, léirítear gur cuireadh roinnt tuairimí difriúla san áireamh.

TAIGHDE AN SCOLÁIRE: SCOLÁIRE A

Appendix 1: Business in Action – Template for Student Research

| | |
|--|---|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project <i>Golden cups</i> | Student name |
| Method of research <i>Survey and Internet research</i> | Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/> |
| 1.1 Introduction: Outline briefly the purpose of your research <i>The purpose of my research was to see what ages our target market consisted of, if our target market liked our product and what their favourite type of chocolate is. I acquired that through a survey. The purpose of my desk research was to find the best method of advertising.</i> | |
| 1.2 Method of research: Explain briefly why you have chosen your method of research <i>I used a survey because it answered questions specific to our needs and because it was up-to-date and sent to our target market. I used the Internet because it was easy and had information that wasn't accessible by survey.</i> | |
| 1.3 Sources: List your source(s) of information <i>Students of 9 adults www.smartinsights.com young children</i> | |
| 1.4 Summary: Give a brief summary of what you found out as a result of your research <i>I found out from the survey that the majority (57%) of our target market is between ages 13-18, that 77% of our target market likes the idea of our project and that the majority of our target market (69%) like milk chocolate the most. I found from the Internet research that TV and Internet are the best methods of advertising.</i> | |

GC 1: Úsáideann an scoláire modh taighde thar a bheith éifeachtach chun sonraí a bhailiú agus léiriú sé anailís ardleibhéil ar a chuid torthaí. Úsáideadh suirbhé mar thaighde príomhúil agus rinneadh taighde deisce ar líne. Cuireadh anailís mhionsonraithe i láthair ina theimpléad taighde. Le feabhsú, d'fhéadfadh an scoláire a bheith níos soiléire faoin gcaoi a bhfuil a fhios aige gur suíomh gréasáin iontaofa é 'smart insights'. Ar dheimhneadh sé an t-eolas a fuarthas ar an suíomh gréasáin?

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

I wasn't surprised by my findings as I predicted the results of the focus and desk research and fully expected the way I was right.

(b) Is the source of your research reliable? Give a reason for your answer

The survey is reliable as it was done by people at different levels within the company and the smart insight website is a trusted business website.

(c) Is the information one-sided or biased? Give a reason for your answer.

The survey was fairly reliable as I predicted the results to be biased and looked at the survey objectively. Smart insight has no reason for their information to be biased.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

From my survey of my target market will be that our target market like our product and it is not as good as other brands in terms of value for money. From my internal research, a key message is that we need to improve our product.

1.7 Decision-making: How do you think your findings will affect your team's action plan?

My findings won't affect our team's action plan much as we won't have to change our product ingredients although the results of the competition of our target market may affect the U.P's. E.g. certain age group are less willing to pay instead of others.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

MACHNAMH AN SCOLÁIRE: SCOLÁIRE A

Appendix 2: Business in Action – Template for the Student Reflection

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|---|--------------|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project <i>Golden Cups</i> | Student name |
| 1.1 Introduction: Provide a brief outline of your project <i>Our project was to design a product that Cadbury's would sell, research its marketability and figure out its USP's and make an action plan showcasing this</i> | |
| 1.2 Roles and responsibilities: Describe your key role and your main responsibilities <i>I made questions for the survey, sent the survey, researched advertising on the internet, analysed both desk and primary research results, worked on USP's, made the logo and typed my part share.</i> | |
| 1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: (a) How I contributed to researching the project <i>I came up with 3 questions to include in the survey (what age? like bar product? favourite chocolate) I asked adults to take the survey I researched on the internet which is the best method of advertising.</i> | |
| (b) How I contributed to analysing the research information <i>I analysed my 3 questions's results I analysed my desk research results</i> | |

GC 5: Taispeántar i Machnamh an Scoláire aonair an chaoi ar thug an scoláire faoin obair ag gach céim den tionscadal. Le feabhsú, d'fhéadfadh an scoláire a bheith níos sonraiche faoin obair a chuir sé i gcrích mar chuid den phlean gníomhaíochta. Cuirtear léiriú de shaghas éigin i láthair ar a thaithí ar obair ghrúpa. Le feabhsú, d'fhéadfadh an scoláire léiriú a thabhairt ar an gcaoi ar sháirigh sé dúshlán/deacrachtaí a léiríodh ina mhachnamh scoláire.

| |
|--|
| <p>(c) How I contributed to developing the action plan</p> <p>I worked together with the other members to figure out everything for our 4 1/2 contributions in each p.</p> <p>I worked on promotion in particular</p> |
| <p>(d) How I contributed to compiling the project</p> <p>I made the logo on a website</p> <p>I typed in a few slides (e.g. Desk research slide)</p> |
| <p>1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective</p> <p>The advantages of working on this group project was that I had 3 other members handy to work with who I could count on for their work etc which also helped me out on my work as I knew I had other members on me. There were difficulties by having to put in a grammar sheet every time I wrote the best of my opinion but I took a whole challenge as a</p> |
| <p>1.5 Teacher feedback</p> |

TAIGHDE AN SCOLÁIRE: SCOLÁIRE B

Appendix 1: Business in Action – Template for Student Research

| | |
|---|---|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project Golden Cup | Student name |
| Method of research Desk = Internet Field = Survey | Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/> |
| 1.1 Introduction: Outline briefly the purpose of your research Desk = I conducted desk research to investigate the pricing of the product. I also researched relevant packaging information as I was responsible for the actual design. Field = I created 3 out of the 10 questions on SurveyMonkey. My questions related to 3 areas of the marketing mix, Promotion, Product and Pricing. | |
| 1.2 Method of research: Explain briefly why you have chosen your method of research Desk = I chose desk research because it is very quick and convenient access to reliable sources of data. Field = I chose to do field research because I wanted to get exact information from our target market which would help me develop my marketing mix. | |
| 1.3 Sources: List your source(s) of information Desk = Cadbury.ie, google images, efsa (European Food Safety authority) Field = SurveyMonkey | |
| 1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I found out the following information about the marketing mix ... <ul style="list-style-type: none"> • <u>Price</u> - Out of our target market the most common spend on treats was €2-€4 each week. • <u>Product</u> - That nearly 70% of people would prefer to see the product packaged in a individual packet. • <u>Promotion</u> - That we should use tv and social media as these were the methods that would hit our target market. - The information I gathered from my desk research enabled me to design and create the packaging of our product. | |

GC 1: Úsáideann an scoláire modh taighde thar a bheith éifeachtach chun sonraí a bhailiú agus léiríonn sé anailís ardleibhéil ar a chuid torthaí. Úsáideadh suirbhé mar thaighde príomhúil agus rinneadh taighde deisce ar líne. Cuireadh anailís mhionsonraithe i láthair ina theimpléad taighde.

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

I was surprised that we were in need to change the name from Honey Cups to Golden Cups as it was preferred more by the target market.

(b) Is the source of your research reliable? Give a reason for your answer

yes, it is very reliable as I used official trustworthy websites and I also made sure that the surveys were sent to the right sample group

(c) Is the information one-sided or biased? Give a reason for your answer.

No, because I made sure that I received results from different age ranges and genders

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

Based on my findings, the key message I will share with my team is that people want the product in an individual packet rather than a box or tub

1.7 Decision-making: How do you think your findings will affect your team's action plan?

my findings will affect my team's action plan in relation to Product, Price and Promotion. I feel my research will most strongly influence my team's action plan especially about the design of the product itself.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

MACNAMH AN SCOLÁIRE: SCOLÁIRE B

Appendix 2: Business in Action – Template for the Student Reflection

| | |
|---|--------------|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> | |
| Economics in Action <input type="checkbox"/> | |
| Finance in Action <input type="checkbox"/> | |
| Title of your project <i>Golden Cups</i> | Student name |
| 1.1 Introduction: Provide a brief outline of your project <i>We started off by Brainstorming for a new chocolate product for Cadburys. we decided on a chocolate treat called 'Golden cups' with a US. We then engaged in research to help design our product and a powerpoint presentation along with the findings of our research.</i> | |
| 1.2 Roles and responsibilities: Describe your key role and your main responsibilities <i>my key role in the project was in the design of the product and its packaging. I produced actual visual images of the final design for the product. I then went on to produce an actual Prototype of the product. I also worked on a lot of research for the 4 P's. I was also responsible for doing accurate price calculations and Profit Margin. I also worked on the final presentation of our project.</i> | |
| 1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: | |
| (a) How I contributed to researching the project <i>I contributed to researching by conducting both field and desk research. I designed individual questions for the field survey and I engaged in all the research for the actual design for the product packaging and design. I also contributed by engaging in research involving the 4 P's. I was also the one who created the actual Survey with the Questions from teammates and myself</i> | |
| (b) How I contributed to analysing the research information <i>Based on the research findings I put forward suggestions to my group about the Marketing mix. It helped us to make decisions on the Design, Pricing and Promotion of the Product.</i> | |

GC 5: Taispeántar i Machnamh an Scoláire aonair an chaoi ar thug an scoláire faoin obair ag gach céim den tionscadal. Le feabhsú, d'fhéadfadh an scoláire a bheith níos sonraíche faoin obair a chuir sé i gcrích mar chuid den phlean gníomhaíochta. Cuirtear léiriú de shaghas éigin i láthair ar a thaithí ar obair ghrúpa. Le feabhsú, d'fhéadfadh an scoláire léiriú a thabhairt ar an gcaoi ar sháraigh sé dúshláin/deacrachtaí a léiríodh ina mhachnamh scoláire.

(c) How I contributed to developing the action plan

I worked individually and with my team on all areas of the action plan. In particular, I was solely responsible for the Product design and Packaging. I also did all the calculations to find out the accurate selling price and profit-margin in relation to price under the 4 ps.

(d) How I contributed to compiling the project

I contributed to compiling the project in many areas such as being responsible for making the prototype and by typing up some of the final presentation. I also had to add a few photographs/diagrams to the presentation. I also made stickers to stick on the survey that tell you the key message of each question.

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

Throughout the entirety of this project, I feel well did work very well as a team. At the Beginning it was hard to come up with an idea but as a team we decided on a good product with a USP. It was a challenging project in relation to our timing. We could improve in this area next time. Overall I really enjoyed doing the CBA for Bunnies.

1.5 Teacher feedback

TAIGHDE AN SCOLÁIRE: SCOLÁIRE C

Appendix 1: Business in Action – Template for Student Research

| | |
|--|---|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project Golden cups | Student name |
| Method of research Survey and Internet Research | Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/> |
| 1.1 Introduction: Outline briefly the purpose of your research The purpose of my research was to see if children, teenagers and adults like the idea of our product. The primary research helped me to find out if an our product needed any changes and my secondary research helped to find if this product had been made before. | |
| 1.2 Method of research: Explain briefly why you have chosen your method of research I chose this a method of research because my primary research is very reliable and it gives a good opinion from our target market. The secondary research I was chose was internet research but chose this method because it gave us a reliable source of info I couldn't find out primarily | |
| 1.3 Sources: List your source(s) of information Students and teachers Survey websites | |
| 1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I found that the original name we had chosen was not a suitable name I found this because I analyzed my two questions from the survey 'Do you like the name honey cups' and 'Do you have any other suggestions?' | |

GC 1: Úsáideann an scoláire modh taighde éifeachtach chun sonraí a bhailiú agus léiríonn sé anailís mhaith ar a chuid torthaí. Úsáideadh suirbhé mar thaighde príomhúil agus rinneadh taighde deisce ar líne. Le feabhsú, d'fhéadfadh sí céatadán fhíorasacha de na torthaí a áireamh agus eolas a áireamh maidir lena taighde tánaisteach.

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer.

I was a bit surprised by some of ~~my~~ findings as I found out that our original name 'Golden cups' was not a name like by our target market

(b) Is the source of your research reliable? Give a reason for your answer

Yes as it came from the people who we will be ~~selling~~ selling our product too.

(c) Is the information one-sided or biased? Give a reason for your answer.

Our information was a bit biased as it came from an age range of 11-13 and 13-60 ~~but~~ but we did not get feedback from younger people.

1.6 Conclusion: Based on your findings what is the key message you will share with your team?

The key message I will share with my team ~~is~~ from our conclusion is that ~~the~~ the name needs to be changed

1.7 Decision-making: How do you think your findings will affect your team's action plan?

I think our findings will affect our team's action plan as we will have to change the name and ~~only do one flavour of chocolate.~~ it extremely hard to choose a name that hasn't been done before.

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc.

MACNAMH AN SCOLÁIRE: SCOLÁIRE C

Appendix 2: Business in Action – Template for the Student Reflection

| | |
|---|------------------|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project <p style="text-align: center; font-size: 1.2em;">Golden Cups</p> | Student name |
| 1.1 Introduction: Provide a brief outline of your project <p>My project was to create a product for Cadbury's Brand. I created a project with the help of my group. Our product was a honey-comb at semi-sphere cup filled with Cadbury's milk chocolate.</p> | |
| 1.2 Roles and responsibilities: Describe your key role and your main responsibilities <p>The key roles and responsibilities for my project were to come up with two questions for the survey, type up the introduction and the H P's. I also did secondary research on the price section of the product.</p> | |
| 1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: (a) How I contributed to researching the project <p>I contributed to the project by doing my secondary research to find the price we should sell our product and the price of our our competitors. I also did my two questions for the survey.</p> (b) How I contributed to analysing the research information <p>I contributed to analysing the research information by looking at over the survey results and changing anything our target market didn't like.</p> | |

(c) How I contributed to developing the action plan

I contributed to developing the product by typing up the information on the Power point and adding the photos and the design to the power point.

(d) How I contributed to compiling the project

I contributed to developing the product by typing up ~~on~~ the information on the power point, adding photos and doing the design of the powerpoint

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective

I think we got on as a team quite well as we agreed on nearly everything. I think the main challenges of the product was time ~~was~~ and making sure we had everything needed included

1.5 Teacher feedback

GC 5: Taispeántar roinnt fianaise i Machnamh an Scoláire aonair ar an gcaoi ar thug an scoláire faoin obair ag roinnt céimeanna den tionscadal. Le feabhsú, d'fhéadfadh an scoláire an chaoi a ndeachthas i ngleic leis an bplean gníomhaíochta a léiriú (deirtear 1.3c agus 1.3d focal ar fhocal).

TAIGHDE AN SCOLÁIRE: SCOLÁIRE D

Appendix 1: Business in Action – Template for Student Research

| | |
|--|---|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project Golden CUPS | Student name |
| Method of research Survey and internet research. | Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/> |
| 1.1 Introduction: Outline briefly the purpose of your research The purpose of my secondary research is to find out how Cadbury's distributes their products and where they are sold. My primary research (survey) were to see if people would potentially buy our product and where they would purchase our product. | |
| 1.2 Method of research: Explain briefly why you have chosen your method of research I have chosen this method because I think my primary research is honest, reliable and specific to our needs. | |
| 1.3 Sources: List your source(s) of information WWW. Slideshare.net, students of SPS, cadburys.ie | |
| 1.4 Summary: Give a brief summary of what you found out as a result of your research As a result of my research I found out that people would most likely buy our product at a local supermarket. This tells me that I should sell this product at shops like SuperValu. | |

GC 1: Úsáideann an scoláire modh taighde inghlactha chun sonraí a bhailiú ach tá easpa doimhneachta le sonrú san anailís ar a chuid torthaí. D'fhéadfadh an scoláire feabhsú tríd an gcúis ar roghnadh sé a mhodh taighde thánaistigh a áireamh (1.2). I gcomhair 1.4, d'fhéadfadh sé céatadáin fhíorasacha de na torthaí a áireamh agus eolas a áireamh maidir lena thaighde tánaisteach. D'fhéadfadh an scoláire tuilleadh mionsonraí a thabhairt freisin maidir leis an tionchar a bheidh ag a thorthaí sonracha ar phlean gníomhaíochta na foirne (1.7).

1.5 Evaluation of findings: Think critically about the following questions and write a short response

(a) Were you surprised by your findings? Give a reason for your answer. *I was not surprised by my findings? I already suspected that people ~~it~~ would buy our product at a local supermarket.*

(b) Is the source of your research reliable? Give a reason for your answer. *yes, This was a survey taken by real people. our target market*

(c) Is the information one-sided or biased? Give a reason for your answer. *our primary was not biased. As I surveyed our target market.*

1.6 Conclusion: Based on your findings what is the key message you will share with your team?
The key message is ~~that~~ that I will share with my team is that we should sell our product at any local supermarket.

1.7 Decision-making: How do you think your findings will affect your team's action plan? *It will give my group an idea about the important places to sell our product.*

1.8 Recording your sources: Provide some evidence of your research e.g. interview questions, questionnaire, photocopies, images, notes, graphic organizers etc. *Survey*

MACNAMH AN SCOLÁIRE: SCOLÁIRE D

Appendix 2: Business in Action – Template for the Student Reflection

| | |
|---|-----------------------------------|
| Project option: Enterprise in Action <input checked="" type="checkbox"/> Economics in Action <input type="checkbox"/> Finance in Action <input type="checkbox"/> | |
| Title of your project Golden cups | Student name [Redacted] |
| 1.1 Introduction: Provide a brief outline of your project for my primary research, I made two questions for secondary research, did my own research and typed "place" on powerpoint. | |
| 1.2 Roles and responsibilities: Describe your key role and your main responsibilities I carried out primary and secondary research, analysed my results, and worked on the product for the action plan. | |
| 1.3 Summary: Give a brief summary of how you contributed to your project during the following activities: (a) How I contributed to researching the project I came up with two questions for our survey, and I researched place on the internet. My first question was "where would you most likely buy our product?". My second question was "what is your favorite type of chocolate?" (b) How I contributed to analysing the research information I contributed by going online and picking all of the important parts and the most reliable pieces of information and disregarding other irrelevant information. | |

GC 5: Taispeántar roinnt fianaise i Machnamh an Scoláire aonair ar an gcaoi ar thug an scoláire faoin obair ag roinnt céimeanna den tionscadal. Le feabhsú, d'fhéadfadh an scoláire a bheith níos soiléire faoin gcaoi a dtéann sé i ngleic go hiomlán le forbairt an phlean gníomhaíochta agus an réimse 'áite'.

(c) How I contributed to developing the action plan I looked at places and found out ~~that~~ what places sold our product and what the distribution process for our product would be. I decided where we are going to sell our product (local supermarkets).

(d) How I contributed to compiling the project I contributed to compiling the project by typing what I found with my primary research and secondary research into a powerpoint "slide".

1.4 Review: Describe how you got on as a team and any difficulties you overcame while working as a team or Describe the advantages and challenges of working on this group project from your individual perspective I got on with my team well. There were no major difficulties to overcome. One disadvantage was not being able to further help with the project.

1.5 Teacher feedback

GC 5: Is beag Léiriú a thugtar ar a thaithí ar obair ghrúpa. Le feabhsú, ba cheart don scoláire plé níos mine a dhéanamh ar na deacrachtaí nó na dúshláin a bhain le hoibriú ar an tionscadal grúpa seo agus an chaoi ar sháraigh sé iad.

BREITHIÚNAS FORIOMLÁN

SCOLÁIRE A:

BREITHIÚNAS FORIOMLÁN



Os cionn na n-ionchas

SCOLÁIRE B:

BREITHIÚNAS FORIOMLÁN



Os cionn na n-ionchas

SCOLÁIRE C:

BREITHIÚNAS FORIOMLÁN



Ag teacht leis na hionchais

SCOLÁIRE D:

BREITHIÚNAS FORIOMLÁN



Ag teacht leis na hionchais