

## FIONTRAÍOCHT Á CUR I NGNÍOMH

### TASC

Cadbury Prize Ball

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 Measúitthe Rangbhunaithe agus don Tasc Measúnaithe](#)

### FIANAISE

Powerpoint

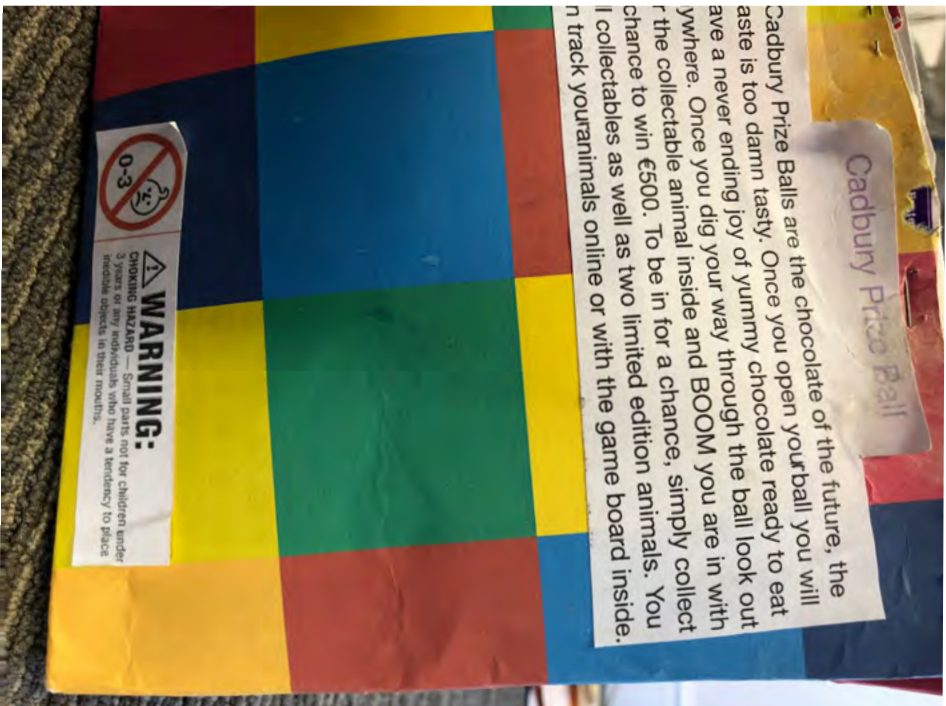


Cliceáil anseo chun amharc ar an PowerPoint ar fad le nótaí agus aiseolas ar na gnéithe cáilíochta.

# Staidéar Gnó na Sraithe Sóisearaí – An Dara Bliain

FIANNAISE : FRÉAMHSHAMHAIL





**GC 4:** Tá cáilíocht den scoth ag baint leis an bhfréamhshanhail agus dhear na scoláirí fógra físe dá dtáirge.





## Our Product

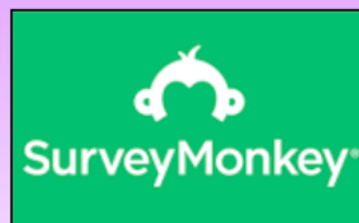
Our product is Cadbury Prize Balls. They are solid milk and white chocolate balls which contains a Cadbury collectable toy. This product will come with a board that corresponds with the collectables. Once our consumers collect all the collectables (including special editions) they will be in with a chance of winning a sum of money. Our product will extend Cadbury's life cycle.



## Market Research

We used a number of different methods of research to find out useful information that will help us form our marketing mix.

We conducted a survey and a small focus group.



## Our Survey

Our survey is a method of field research that we made to provide us with a qualitative and quantitative data. The results of our survey shaped what our product would be like. We analysed the results and showed our findings. Surveys are a very good way to find true information and thoughts and opinions directly from our target market.



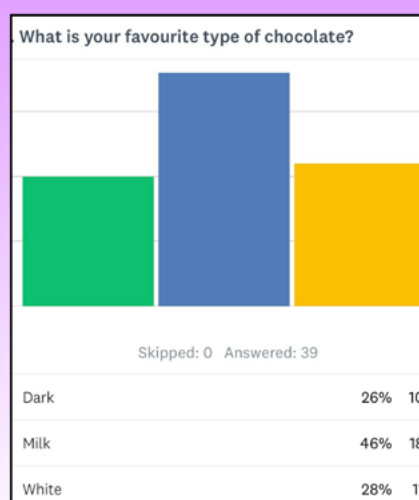


## Market Research

Survey and Focus Group Analyses.

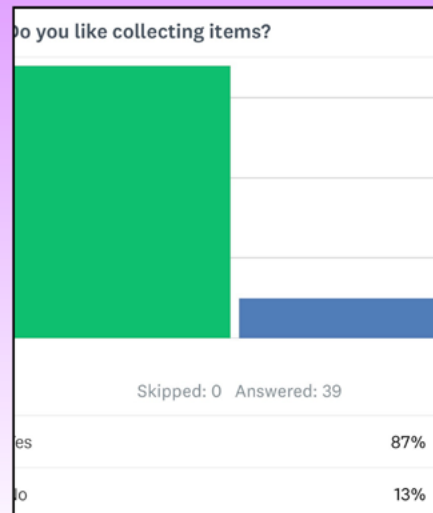
### Analysis for question 1

- In this picture shown are our statistics for question one.
- Our consumers favourite type of chocolate is milk (46%) followed by white (28%), then dark chocolate (26%).
- We will make our chocolate balls out of milk and white chocolate as they were the two favourites.



## Analysis for question 2

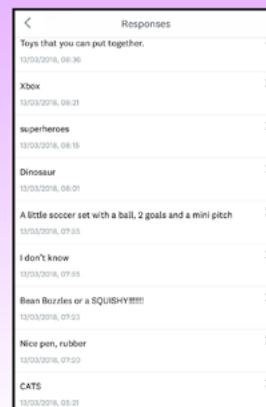
- This question shows how our consumers feel about collecting items.
- 87% of our consumers like to collect items, so this means we will make our items collectable. This result will help our product generate more income as more people would like to collect item as and eat yummy chocolate.



## Analysis for question 3

- This question we collected qualitative data as this was an open ended question.
- The results shown was that the majority of our target market would like to find animals inside our prize balls.
- We have used this key information to put a collectable animal in our prize balls.

3. What kind of toys would you like to find in a prize ball? e.g. dinosaur, fairy.	
Responses	39



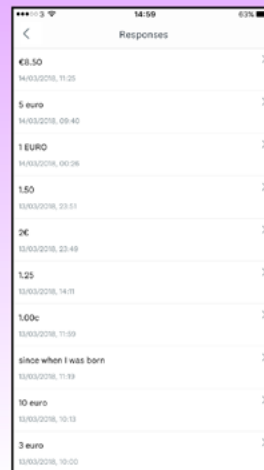
Response	Date/Time
Toys that you can put together.	13/03/2018, 08:36
Xbox	13/03/2018, 09:21
superheroes	13/03/2018, 08:19
Dinosaur	13/03/2018, 08:01
A little soccer set with a ball, 2 goals and a mini pitch	13/03/2018, 07:55
I don't know	13/03/2018, 07:55
Bean Boozles or a SQUISHY!!!!	13/03/2018, 07:23
Nico pen, rubber	13/03/2018, 07:22
CATS	13/03/2018, 05:28



## Analysis for question 4

4. How much would you be willing to pay for a prize ball? (solid and apple size)

- In this question we asked our target market how much they would be willing to pay for a Cadbury prize ball. We provided information on the size of the ball so they could make an informed decision.
- To decide on a price we took an average out of our response. The average was €5, so we will price our prize ball at this.



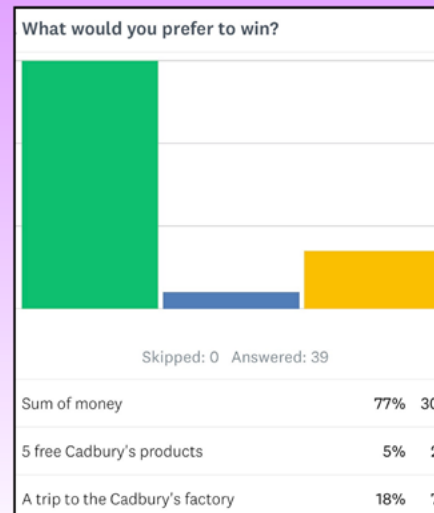
## Analysis for question 5

- This question asks where our consumers would buy chocolate from.
- 21 of our 39 (54%), found supermarkets the most convenient place to buy chocolate.
- This means we will sell our prize balls in supermarkets such as SuperValu.



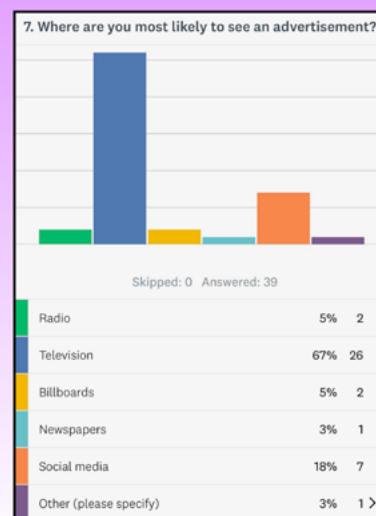
## Analysis for question 6

- In this question we asked our consumers what they would prefer to win. The choices were a sum of money, 5 free Cadbury's products or a trip to the Cadbury's factory.
- The majority being 77% chose a sum of money, which means that this is what we will give our consumers a chance to win.
- We did consider our next highest choice which was a trip to Cadbury's factory (18%) but we decided the difference was too big making it the minority who wanted a trip to our factory.



## Analysis for question 7

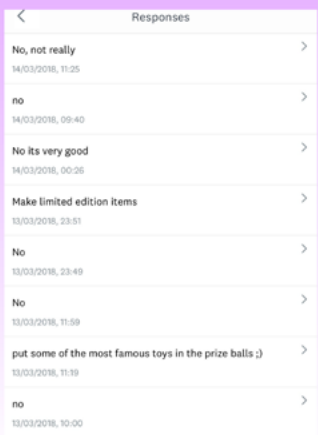
- This questions asked our consumers where they were most likely to see an advertisement.
- 67% of our target market would mostly see an advertisement on TV. 18% would mostly see advertisements on social media e.g. Facebook
- We understand TV is the most expensive but we can afford it as we are a multi-million euro corporation.
- Were going to use this as it has many advantages such as a lot of people seeing our advertisements.
- We will consider using social media as it was the second most favourable choice with 18%, as social media is cheaper than advertising on TV and could potentially expand our target market.



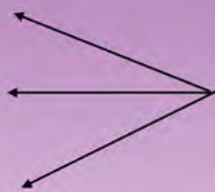
# Analysis for question 8

- As you can see from our results out of the 35 of our target market the majority have no other suggestions on how to improve our product showing us that they believe it is a very good idea.
- We also took into account some members of our target market wanted limited editions and famous toys inside.
- With the previous information we have decided to make limited edition and hopefully in the future pair up with movie companies e.g, Pixar to have movie toy collectables (seen in our conclusions and recommendations).

8. Do you have any other suggestions on how to improve our product?	
Responses	35



- 1)
- 2)
- 3)



These recording show our interview with a focus group members who were 12 years old (in our target market)

Our results of our focus group were very similar to those of our survey as they all would prefer to win a chance of money, liked milk and white chocolate and like to collect items.



**GC 2:** Tá an measúnú ar na comhthorthaí taighde ar chaighdeán den scoth, léirítear gur cuireadh go leor tuairimí difriúla san áireamh chomh maith le creidiúnacht na bhfoinsí faisnéise. Le feabhsú, d'fhéadfadh an grúpa anailís níos doimhne a dhéanamh ar fhreagraí na ngrúpaí fócais.



## Feasibility of our product

- Through analysing our informative survey results, we have decided as a company to make some changes to our original idea such as.....
- Making our product out of milk and white chocolate.
- Decided to give our consumers a chance to win a sum of money (max.€500).
- To sell our products in local supermarkets e.g SuperValu.
- We believe there is a market for this product as it is different to anything our competitors are making at the moment and there is a unique selling point which is our collectable items.
- Our customer feedback from our survey showed that people would like this product as we got a few additional comments on how they thought this was a good idea, for example “ this is an amazing idea!”

## Feasibility of our product

- To develop our product our production costs will be higher than the average company as the prize balls are solid milk and white chocolate.
- We will reduce the cost per ball by producing our product in bulk.
- This information will be clearly visible in a further slide, relating to production cost in more detail.
- We will generate a growing income from our predicted product sales.



## How it works

- Play the game to win the game!
- Simply collect all toys including very rare limited edition collectables be in a chance of winning €500 cash!



## SWOT Analysis

The Strengths, Weaknesses, Opportunities and Threats of Cadbury Prize Ball

## Cadbury Prize Ball-Swot Analysis

### Strengths

- Innovative idea
- The product convinces people to buy more as they come with collectable items that could win you a prize.
- Lasts longer than normal chocolate.

### Weaknesses

- Expensive to produce.
- Well known competitors.

### Opportunities

- Growth of market.
- Increase in Cadbury's income.
- Extends brands lifecycle.

### Threats

- Competitors such as Kinder and Nestle.
- New products from competitors.



Product, Price, Promotion and Place



## 1. Product

- Our product is a milk or white chocolate solid chocolate ball. Inside our prize balls, there is a collectable figurine inclosed in a colourful plastic capsule.
- Our product is made out of milk or white chocolate as these were the most popular flavours with our consumers. We are inserting collectable items inside the prize ball as our consumers have shown through our survey they have a large interest in collectables.
- Our packaging is re-usable and recyclable, the design is colourful squares with the logo in black text to make it stand out. Our nutritional information is displayed on the right side of our packaging and the safety precautions.



## Product

- Our unique selling point is our collectable items that the consumers want. No other products similar to ours has collectable items and gives our consumers an opportunities to win a sum of money (max.€500). Our consumers can win this through taking part in a collectable toy race game.
- Our target market is children ages 4-12yrs, this is because the choking hazard age is children under 3. We also found through research that 4-12yr old children eat the most chocolate out of all children this is why it is good to aim chocolate products at this particular age group.
- Cadbury Prize Balls are very unique but does have a very similar competitor being Kinder Eggs, as both products are chocolate balls with toys inside but our product is solid and toys are collectables which makes it hard to compare to anything right know in the market .
- Our product is in the introduction stage of the product life cycle.

# Nutritional Information



<b>Nutrition Facts</b>	
Serving size	
Amount Per Serving	
<b>Calories</b>	<b>440</b>
	% Daily Value*
<b>Total Fat</b> 28g	<b>36%</b>
Saturated Fat 20g	<b>100%</b>
Trans Fat 10g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 100g	
Includes 0g Added Sugars	<b>0%</b>
Sugar Alcohol 0g	
<b>Protein</b> 0g	<b>0%</b>
Vitamin D 0mcg	<b>0%</b>
Calcium 195mg	<b>15%</b>
Iron 0mg	<b>0%</b>
Potassium 94mg	<b>2%</b>

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

This nutrition facts and safety information will be displayed clearly on all Cadbury Prize Ball packages



## 2. Price

- The price of Cadbury's Prize Balls is planned at €5.00. We chose this price as it was the most favourable for our consumers and this price will give us a larger profitable income.
- Our most well known competitors is Kinder as they have a chocolate egg with a toy inside, this product costs €1.20 in Tesco, €1.45 in SuperValu and €0.90 in Lidl. This shows the average for a 20 gram kinder egg is €1.20.
- We believe as a trusted company that it should always be quality over quantity in any of our products.

## Production costs

- To make a profit we have calculated the following figures.
- These calculations refer to one prize ball.
- Animals toy- 25c (if toy is limited edition it will be more expensive).
- Milk and white chocolate both 50c.
- Production price per ball (including packaging) 25c.
- Calculations-  $25c + 50c + 25c = €1.00$ .
- This will give us a profit of €4 per ball.

## Financial Information

- All of our cocoa beans come from Ghana, West Africa (fair trade). It is very expensive to ship over but the quality of cocoa helps to produce such tasty chocolate.
- To manufacture our prize balls it cost €1.00 per ball, this includes packaging and the Cadbury collectables.
- As our product will be sold by local supermarkets, for €5 this will give us the figures that follow.
- According to the previous figures we estimate to make a profit of €4.00 per ball. This does not include taxes
- In the first year of the introduction stage, figures show we will have an increasing profit of €168,000 minimum.
- We have estimated that this product will increase Cadbury sales significantly and will never cause us as a company to fall into deficit.



## 3. Promotion

- We are going to advertise our creative product in several places. Firstly, television, the advantages are that a wider range of our target market will see it.
- Another advantage would be we can use pictures of our product and show children aged 4-12 enjoying it. On television our consumers will see pictures and hear sound which is more attractive for a product.
- One disadvantage is that it's very expensive but we believe Cadbury can afford it.



## 4. Place

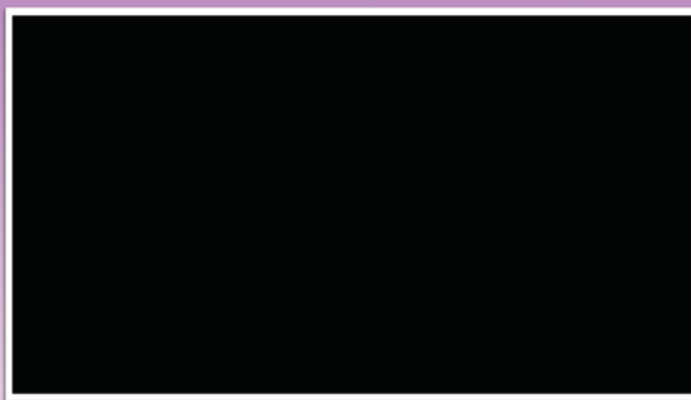
- As a result of our findings, we have decided that, we will sell our Cadburys Prize Ball at local supermarkets, e.g. SuperValu. The reason we chose to sell our product at a local supermarket is because the majority of our target market would purchase our product in their local supermarket.
- The advantages of selling our products at local supermarkets are, its very convenient for our consumers to purchase. The disadvantage of selling at supermarkets is that there will be a lot of competition between different chocolate brands such as Kinder.





## Social media advertisement

Will pop up for 5 seconds then and exit sign will appear.



## Cadbury Prize Balls TV Advertisement

Screened on children's TV channels e.g, Disney Channel

**GC 4:** Cuirtear an tionscadal i gcrích ar chaighdeán an-ard, tá sé an-chuimsitheach agus léirítear faisnéis i réimse formáidí difriúla.

## Conclusion & Recommendations

- In Conclusion, we believe that our product will hit the market running and significantly increase Cadbury sales and extend the brand life cycle.
- This product is the most creative, innovative and unique chocolate product there is on the market at the moment.
- We plan to partner with movie production companies such as Pixar and DreamWorks. We will do this to ensure that all of our consumers get a mix of different surprises such as movie characters.



**GC 3:** Léiríonn an plean gníomhaíochta uailmhian agus cruthaitheacht agus tá sé bunaithe ar bhreithiúnas fónta, bunaithe ar fhianaise, ar an bhfaisnéis go léir a bhí ar fáil don scoláire. Cuirtear i gcrích é ar chaighdeán an-ard. Leanann an t-eolas ó thaighde príomhúil agus tánaisteach na scoláirí chuig cinntí a rinneadh sa phlean gníomhaíochta.

## Appendices



Sketches of toy animal collectables that we be inside our product

Finished detailed drawing of our prototypes

**Thank You for your time.**



## 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 <b>Cadbury Prize Balls</b>	
Method of research <b>Researching online and focus groups</b>	Field (primary) research <input checked="" type="checkbox"/> Desk (secondary) research <input checked="" type="checkbox"/>
1.1 Introduction: Outline briefly the purpose of your research <b>The purpose of my research was to find out what our consumers needed and wanted. I used secondary/desk research to find the age for choking hazards as this would effect my target market. I also researched Cadbury's competitors to see what I was up against. My research helped me to create a unique product that has never been done before.</b>	
1.2 Method of research: Explain briefly why you have chosen your method of research <b>I chose both primary and secondary research to get more efficient and effected information and results. My field research which was a original survey provided me with both qualitative and quantitative data which was useful for making our marketing mix. I also created part of a focus group with my target market to get face-to-face reliable results. I used desk research as I found out a lot of quick information on cadburys competitors.</b>	
1.3 Sources: List your source(s) of information <b>Survey Monkey, Cadbury's official website, Nation wide children hospital website, parents of children who consume chocolate</b>	
1.4 Summary: Give a brief summary of what you found out as a result of your research <b>As a result of my informative survey and focus group I have come up with a number of results. Firstly, a simple question which I created on our survey was "what type of chocolate do you prefer?" milk, dark or white, the results showed that milk and white were the favourites this means my Cadburys Prize Balls will be made out of milk orland white chocolate. Other results I found out due to my research was, and will determine my product is, our consumers like to collect items, 54% would buy chocolate from a supermarket e.g superValu, 30 out of our 32 of our target market who prefer to win a sum of money (€500 max), 87% were most likely to see an advertisement on the television, the majority of our target market would pay €5 for a prize ball (calculated by finding the average) and they all had positive feedback on our product. These results will help me to develop my product to be the best.</b>	

**GC 1:** Úsáideann an scoláire modh taighde thar a bheith éifeachtach chun sonraí a bhailiú agus léiríonn sí anailís ardleibhéil ar a cuid torthaí. Úsáideadh suirbhé agus grúpa taighde mar thaighde príomhúil agus rinneadh taighde deisce ar líne. Cuireadh anailís mhionsonraithe i láthair ina teimpléad 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 ~~preetel~~ correctly predicting most of my findings as I was thinking of my target market while creating ~~our~~ my survey. There was one part of our findings that surprised me the most, this was that our target market aged 4-12s would prefer to win a sum of money (max.500) rather than free chocolate or a trip to Cadbury's factory. This was surprising as I use to believe that children(4-12) would prefer chocolate products not money.

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

Yes very reliable as we used a number of different sources. I firstly used the internet to research the age of choking hazards, this was quick, cheap and easy and came from a reliable website. I also researched people (target market) to ask them a few questions. This research did take longer (time consuming) but I fully know that the results were true and up to date, where as the internet could be biased or not as up to date.

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

The information I have gathered is not very one-sided or biased. The internet can be very biased but in this case I believe it was truthful and factual. My interview with other students was not biased as I heard everyone's opinions and thoughts which I used to get my results.

To slightly improve my information I would like to gather thoughts and opinions ~~and of~~ other students in different areas, which would in turn make my results better.

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 to make our prize ball out of milk and white chocolate. I found this finding through Q1 on my survey and focus group which is my market research. This finding of making the product out of milk and white chocolate is key as the majority of our target market (74%) prefer those flavours, if they were not made out of milk and white barely any of our target market would purchase it.

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

My findings e.g. milk and white chocolate are the favourite flavours and to insert collectable items into the prize ball will definitely affect my team's action plan. In my action plan I have separated it into 4 sections, Product, Price, Place and Promotion. All my findings will affect my action plan as ~~also~~ now can conclude, my product will be both milk and white chocolate, it will contain collectable items, be sold in local supermarkets e.g. SuperValu, will be advertised on television and social media, will be minim of €5 and will be the size of a solid apple. My findings will help to improve and develop my team's action plan.

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

## evidence of our research

1. What is your favourite type of chocolate?

2. Do you like collecting items?

3. What kind of toys would you like to find in a prize ball? e.g. dinosaur, fairy.

4. How much would you be willing to pay for a prize ball? (solid and apple size)

6. What would you prefer to win?

5. What would be the most convenient way to buy chocolate?

8. Do you have any other suggestions on how to improve our product?

7. Where are you most likely to see an advertisement for our product?



## MACHNAMH AN SCOLÁIRE: SCOLÁIRE A

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

Project option: Enterprise in Action <input checked="" type="checkbox"/>	<input type="checkbox"/>
Economics in Action <input type="checkbox"/>	<input type="checkbox"/>
Finance in Action <input type="checkbox"/>	<input type="checkbox"/>
Title of your project <u>Cadbury Prize Balls</u>	Student name
1.1 Introduction: Provide a brief outline of your project My product is a solid milk or (and) white chocolate ball the size of an apple (70-100gram). Inside my chocolate ball there is an animal toy collectable inclosed in a plastic capsule. During my project I used field and desir research e.g survey to help shape my business plan containing the 4P's (product, Price, Promotion and place). This plan I carried out <del>subject to make</del> <sup>to make</sup> my product the best model. My project shows a clear demonstration of my business knowledge.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities My key role during this project experience was to keep my group on track daily and make sure every member know what work they needed to do. This was very important role <sup>because</sup> if I did not do this, I believe we would of been unorganized and clueless. Another key role of mine was to make making our highly planned prototypes. To do this I had to plan a lot doing lots of different sketches. I then had to physically make and design my groups prototype which took time and craft skills. I also created my groups TV advertisement which helped us to stand out as a project.	
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 firstly contributed to researching the project by finding out if our product has been produced before. If I didn't find out this information I would of failed to meet expectations as my product would not be new or creative. I then thought of 2 of the eight survey questions (market research), that I would also ask my focus group in the coming days. During my project experience, I researched the best places to promote my product as this information would make my action plan more efficient. During my project, when forming my nutritional information I researched how many fat, sugars etc are in Cadbury products so I would know if my information would fit into Cadbury products. When reflecting back on the research end of my project I made sure to fairly contribute my all into every small pieces my group completed. (b) How I contributed to analysing the research information When analysing my teams research information e.g survey results, I made sure to contribute my opinions and thoughts on every response/answer. When doing the project I typed 3 of the 8 survey analysis responses but as said, I contributed to all. I then listened to all responses <sup>to</sup> my focus group and reflected on each piece of information. As I analysed the findings of my focus group, I was able to provide to separate forms of research information (both survey and focus group). Each answer I got from my survey and focus group, I reflected on how this would effect my action plan in the future. With me reflecting I was able to contribute vital information to my group that we could put in our action plan to make it perfect.	

**GC 1:** Úsáideann an scoláire modh taighde thar a bheith éifeachtach chun sonraí a bhailiú agus léiríonn sí anailís ardléibhéil ar a cuid torthaí. Úsáideadh suirbhé agus grúpa taighde mar thaighde príomhúil agus rinneadh taighde deisce ar líne. Cuireadh anailís mhionsonraithe i láthair ina teimpléad taighde.



<p>(c) How I contributed to developing the action plan</p> <p>I contributed to developing the action plan as I created a plan based on my findings from my groups research (survey and focus group). This plan was then use to develop a my groups action plan. Each aspect of my action plan e.g 4p I reflected on previous business information that I would share with my group which was then put into the project, such as I decided my group should explain our product (Cadbury prize bars) USP (unique selling point) as this is key to put in to make a informative action plan. I also contributed vital information for all 4ps (product, price, promotion and place) and to help the m. if</p>	
<p>(d) How I contributed to compiling the project I did not do this my groups action plan would I personally believe I contributed hugely in <u>not be complete to the highest</u> compiling my groups project. Firstly, I used my device and power point standard to compile/make the project. I would always say what information needed to be compiled into <del>the</del> project, at every sections e.g in our action plan I said we needed to type certain information on our marketing mix. after the end of each class just before we finish I would check for any grammar or spelling mistakes in each slide. I made sure I was contributing to the best of my ability as I made sure I wrote something on each slide of the project. I also inserted all pictures and graphics in our project as this helped to make it visually attractive which is vital to an exceptional project</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>As a team we got on exceptionally well the whole way through the project even though we had to overcome minor difficulties that could of affected our project if we did not overcome them. The first difficulty was at the very start of the project when we all had different project ideas. To decide on our product we used team work and negotiation skills to join our ideas together to form the perfect product. The last difficulty we overcame was deciding on survey questions as every member had great ideas but we could only have 7 questions. To overcome this we decided to use our business managing skills and think deeply as a team if each question was vital. When we worked as a team this difficulty was easily solved. As a team we were almost perfect, everyone contributed, everyone kept up with the work and the most important skill that made us work so well together was everyone had confidence to communicate face-to-face with each member.</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					
Cadbury Prize Balls					
Method of research			Field (primary) research <input checked="" type="checkbox"/>		
Researching online, Surveys and Focus Groups			Desk (secondary) research <input checked="" type="checkbox"/>		
1.1 Introduction: Outline briefly the purpose of your research					
<p>The purpose of my research was about what consumers want and how our product can be safe. I researched the choking hazard age which was 3 and therefore our target market was 4-12. We also asked consumers questions about how we can improve or alter our product to their taste.</p>					
1.2 Method of research: Explain briefly why you have chosen your method of research					
<p>I chose a mixture of both primary and secondary research using surveys and focus groups as I <del>we</del> <sup>would</sup> get lots of true results and a mixture of responses from people within our target market.</p>					
1.3 Sources: List your source(s) of information					
<p>Survey monkey, <del>people we interviewed</del>, national childrens hospital website, Cadbury website</p>					
1.4 Summary: Give a brief summary of what you found out as a result of your research					
<p>I found out that the choking hazard age was 3. Also, from contributing questions to our survey that our target sample's favourite type of chocolate was milk followed by white and then dark. I also found out the kind of toys our target market would like to find in their prize balls. The most popular were animals.</p>					

**GC 1:** Úsáideann an scoláire modh taighde thar a bheith éifeachtach chun sonraí a bhailiú agus léiríonn sí anailís ardleibhéil ar a cuid torthaí. Úsáideadh suirbhé agus grúpa taighde mar thaighde príomhúil agus rinneadh taighde deisce ar líne. Cuireadh anailís mhionsonraithe i láthair ina teimpléad 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 by some of my findings from the survey, for example the second highest number of people from our sample said they would most likely see an ad on social media. Our target market is 4-12 so this shows how children are getting social media at a young age.

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

The sources of my research are reliable as the survey answers came directly from our target market and the research for safety around ~~choc~~ choking hazards for came from the official national childrens hospital website.

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

My information is not one sided or biased as the safety information is from an official website and the survey answers came from different ages, genders and ethnic backgrounds in our target market.

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

The key message that I will share with my team is that our product should be completely based on what our target market wants so we need to listen to the answers we get. Also the product must have a warning on it saying it is unsuitable for children under 3.

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

My findings along with the findings of the other members of the group will shape our target market and the product for example we are making our target market 4-12 as we I found out it would be unsafe for children under the age of 3 and we are making our produce out of milk and white chocolate as they were the two favourites.

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 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	Student name
Cadbury Prize balls Sean O'Leary	
1.1 Introduction: Provide a brief outline of your project Cadbury prize balls are solid balls of chocolate with a seam (like an easter egg) for easy opening. Inside is a fun Cadbury collectable animal themed toy. The prize balls are made of milk or white chocolate. They come with a board with pictures of the toys on it and if you collect all the toys you are in with a chance of winning a sum of money. The packaging is fully recyclable.	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities One of my key roles was finding out the advantages and disadvantages of different types of advertising and then using my information to make a social media ad for my product. My responsibilities were to bring in a great box for extra cardboard for the prototype, helping to type our powerpoint slides and contributing my ideas throughout the project.	
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 researched the choking hazard age which was children <del>at</del> under 3 which then influenced the groups decision to make our target market 4-12 year olds. I contributed <del>to</del> two questions to our online survey and for our interviews for example: what is your favourite chocolate, dark, milk or white. The answer shaped our product as in what chocolate our balls would be made of.	
(b) How I contributed to analysing the research information I analyzed the results that I got from my survey questions. Since the top 2 favourite chocolates in my first question were milk and white, I <del>had</del> decided it would be best to make the prize balls out of milk and white chocolate. My second question was about what toys our sample would like to find in their prize balls and the most popular were animals so I chose animals. We then came together as a group to discuss what we thought	

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



(c) How I contributed to developing the action plan

I typed one of the 4 p's. I also contributed my ideas and thoughts on each one. I also feel I really helped with the promotion slide as I researched ~~my~~ the advantages and disadvantages of social media and ~~TV~~ I also used my survey question results to shape some things about the product.

(d) How I contributed to compiling the project

I contributed to compiling the project by typing 25% of our slides on our powerpoint presentation and looking for and choosing some images that related to our product and our slides. I also contributed my ideas of what colour our slides should be.

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.

There are many advantages of working on this group project. One advantage is that it was easier and quicker to get through as everybody in the group equally contributed to the project and we worked very efficiently and hard. Another advantage is that everyone shares ideas and I feel that four minds are better than 1. We then pick the best ideas. A challenge of working on this group project is that you can't have everything in the project the way you want it as you have to make compromises in order to please everyone in the group and be fair.

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 <i>Cadbury Prize Ball</i>	
Method of research <i>Research online, interviewing &amp; focus groups</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 identify my target market and as part of <del>my</del> survey, I contributed two questions which were, 'what would be the most convenient place to buy chocolate' and 'Do you like collecting items'</i>	
1.2 Method of research: Explain briefly why you have chosen your method of research <i>The methods of Research I used were desk and field research. As part of my desk research, I went around in a focus group interviewing the 1st year students, I did this to gather useful information about our consumers. As part of my field research I set up a survey on surveymonkey to gather information about my target market and their preferences.</i>	
1.3 Sources: List your source(s) of information <i>Survey monkey was a source of information that gave me my consumers most preferred chocolate and the 1st year students also gave an idea of what they liked and disliked</i>	
1.4 Summary: Give a brief summary of what you found out as a result of your research <i>As A result of my research, I found out that the majority of people using our survey liked to collect items and for the <del>#</del> question 'what would be the most convenient place to buy chocolate', nearly everyone answered, in their local supermarkets</i>	

**GC 1:** Úsáideann an scoláire modh taighde inghlactha chun sonraí a bhailiú ach tá easpa doimhneachta le sonrú san anailís ar a chuid torthaí. Meascann an scoláire taighde deisce agus taighde allamuigh le chéile in 1.2. In 1.5 (a) braitheann iontaofacht survey monkey ar na cineálacha ceisteanna a cuireadh/daoine ag comhlánú an tsuirbhé ní ar rátálacha an chórais féin. D'fhéadfadh an scoláire 1.6 a fheabhsú ach trína bpríomhtheachtaireacht a bhunú ar na torthaí agus ní ar a thaithí phearsanta ar an tionscadal. Chun 1.7 a fheabhsú, d'fhéadfadh an scoláire samplaí níos sonraíche a thabhairt den tionchar a bheidh ag a thorthaí ar phlean gníomhaíochta na foirne.

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 because most people picked what I would have chosen if I was to do the survey

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

SurveyMonkey is a very reliable source due to its ratings and all the details it gives about the answers submitted. Focus groups are also very reliable as I am asking someone face to face what they prefer and don't prefer.

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

None of the information I received was one sided or biased because all the information was gathered from reliable sources.

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 I have gathered information from survey monkey to submit to our Powerpoint. The more effort you put in, the better the outcome.

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 so that we have plenty more work to add on to the Powerpoint and give us a better understanding of what my consumers want/don't want

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

Survey + Powerpoint



## MACHNAMH 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	Student
Cadbury Prize Ball	
1.1 Introduction: Provide a brief outline of your project	
<p>My Product is a Prize Ball that <del>is milk and it</del> could be either milk or white chocolate. Inside the ball there is a Prize that can be won and if you are lucky you could win up to €500.00. The Prizes inside the ball are all animals or characters from movies that have recently been added to cinemas.</p>	
1.2 Roles and responsibilities: Describe your key role and your main responsibilities	
<p>one of my key roles was to hand out forms with a link to our survey around to different classes to get feedback on <del>my</del> consumers preferences. A responsibility was that I had to create the prize ball prototype which took time. Another key role was doing some <del>copy</del> copies on <del>my</del> powerpoint such as the feasibility of our product and the 4 Ps</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 researching the product by looking at the choking hazard age and helping fill out the nutritional information on the back of our product. I also contributed 2 questions to Survey Monkey as did everyone else in the group.</p>	
(b) How I contributed to analysing the research information	
<p>I analysed the questions on survey monkey by looking at the percentage of people who answered most requested answer on each question and I know if its the most requested because of survey monkey has an analyze results button. I also analysed my focus group information by adding the results of the first years into the powerpoint.</p>	

**GC 5:** Taispeántar roinnt fianaise i Machnamh an Scoláire aonair ar an gcaoi ar thug an scoláire faoin obair ag roinnt céimeanna den tionscadal. In 1.3b luann an scoláire an chaoi a ndearna sé anailís ar na torthaí ón ngrúpa fócais agus gur chuir sé leis an PowerPoint iad ach níl aon fhianaise air sin sa tionscadal. D'fhéadfadh sé freisin léiriú a thabhairt ar an gcaoi a ndearna sé anailís ar a thaighde tánaisteach.



(c) How I contributed to developing the action plan

I contributed to the action Plan by doing Place for the 4 P's which are (Product, Price, Promotion, Place). In this I talked about where the product would be situated and that it would be in local supermarkets as requested by ~~my~~ consumers on survey monkey. I also did weaknesses for our SWOT Analysis and how ~~my~~ <sup>my</sup> competitor is kinder.

(d) How I contributed to compiling the project

I did 2 questions on the survey, I did a bullet point on the feasibility of my project, I did Place for the 4 P's, I did Weaknesses for SWOT, I made the clay ball for compiling our prototype info and I also did the conclusion on 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 found working with this group extremely well as we all did an equal amount of work and everyone worked well together. During the time of the CBA, there were no challenges at all. In my opinion everyone worked exceptionally well to the highest of their ability.

1.5 Teacher feedback

**GC 5:** Is beag Léiriú a thugtar ar a thairí ar obair ghrúpa. Le feabhsú, ba cheart don scoláire plé 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



Thar barr ar fad

SCOLÁIRE B:

BREITHIÚNAS FORIOMLÁN



Os cionn na n-ionchas

SCOLÁIRE C:

BREITHIÚNAS FORIOMLÁN



Ag teacht leis na hionchais