

Briefing Sheet

As a group, you must design and brand a new food product before pitching to a room of potential investors.

Your product will be a Smoothie that must meet the needs of the customer profile you have been given.

There are 3 stages to this task:

PRODUCTION

1

Look at the ingredients menu and build your smoothie. Choose ingredients that you believe will match your customer's needs.

BRANDING

2

Design a label for your smoothie that best represents your product and will be desirable to your customer.

SALES

3

As a team, prepare and deliver a 2-minute pitch to investors to secure investment in your new product.

Use these questions as prompts to complete the task:

1 PRODUCTION

- What does your customer want it to taste like?
- How much would they pay for your product?
- How does your product match their lifestyle?

2 BRANDING

- What colours will you use? What do they represent?
- What images/symbols could you include?
- What type of lettering would look appropriate?

3 SALES

- How will you grab your audience's attention?
- What is your U.S.P. (unique selling point)?
- What do your investors need to know about your product?
- Have you practiced your pitch?
- How will you stand at the front of the class?