The Breakfast Cereal Project

**WebQuest Description:** Businesses become successful through the marketing of a good product. The plan for the product is followed by an idea called the marketing concept. If a business is marketing oriented it means they focus on customer satisfaction and direct their resources toward offering the goods and services that people want.

**Grade Level:** 9-12  
**Curriculum:** Business / Economics  
**Keywords:** Consumer, marketing, product, promotion, place, price, target market  
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**Introduction**

A major company of nutritious and delicious breakfast cereals has just hired you. Your first assignment is to work with a team that has been given the responsibility of developing a brand new cold breakfast cereal. You will come up with the product idea, packaging, brand name, cereal name, and price.

**Tasks**

Target Markets are specific consumers that have wants and needs in common and therefore would be looking for the same type product. Three to six year old children and their buyers are typically their parents which may want a different cereal than serious athletes or retired individuals sixty to eighty years old would usually enjoy. The product needs to meet the needs and wants of the target consumers. **TARGET MARKET** for your cereal: The target market is made up of young teenagers male and female from the ages of 12-16. They are starting to become independent and want to be grown up. They look to teenagers as their role models, love popular music such as rock and hip-hop, sports, and interactive video games. Keep in mind that their parents still make the ultimate decision about which breakfast cereal to buy. The parents want a nutritious cereal that will provide a good breakfast, but also one that their teenagers will eat.

**Process**

As a team which will require 3-4 members you are to develop the following:* Product Design: Determine the contents of your cereal.* Price your Product: Price for producer, for retailers, for consumers.* Promotion of your Product: Produce an attractive package or package idea for your cereal.* Sell your product to the stockholders (class).&nbsp;YOUR PRODUCT You must produce a product that you want to appeal to the needs and the wants of your segmented target market. You will use the Breakfast Cereal Cost List in order to help you design your new breakfast cereal. The list includes the basic cost for cereal and the basic cost for the box. Remember you want to make your cereal unique. In order to accomplish this goal you are to make your cereal so that the consumer will purchase your cereal instead of one of your competitors you will select add-ons to add to your cereal, your box and the package design. This requires thought and research. THE RESEARCH Research is to provide information about what the consumer wants and needs. Often this is done with surveys or by looking at the competition. For your research ask several of your classmates or friends what they like in their cereal and what their parents like. This will help you in the decision of which add-ons to put in your cereal.&nbsp;Click on the links;&nbsp;This site tells you about breakfast cereal;&nbsp;http://en.wikipedia.org/wiki/Breakfast_cereal;&nbsp;http://theimaginaryworld.com/cbarch.html;&nbsp;This site provides examples of cereal box projects;&nbsp;http://staff.4j.lane.edu/~eagen/cg2/cereal/cereal02.html;&nbsp;PRICEAs you bring your project to an end your group will determine a price for you cereal. Remember think about your competition.Price is determining a dollar amount you can sell the product for.&nbsp;Determine Total Production Cost (by adding all costs of the cereal)&nbsp;Determine Cost to Consumer (by adding Cost to Retailers and Profit) PROFIT is very important to a Production Company or a Retail Store. To stay in business, a company must make enough money to cover costs of production plus items such as: employees, building leases, utilities, stockholder’s dividends, etc.

**Evaluation**

<table>
<thead>
<tr>
<th>Category and Score</th>
<th>Beginning 1</th>
<th>Developing 2</th>
<th>Very Good 3</th>
<th>Exemplary 4</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Work</td>
<td>Contributed rarely in developing the project</td>
<td>Contributed in minor ways to develop the project</td>
<td>Contributed in meaningful ways to develop the project</td>
<td>Showed leadership in contributing to develop the project</td>
<td>%25</td>
</tr>
</tbody>
</table>
Congratulations, you have created your own breakfast cereal. In doing so you should have learned to research, access the factors involved in developing a new product. Through this web quest I hope that what you have learned about marketing mix and business decisions could help you in your future endeavors in the real world. You have researched and developed a product, price, promotion and place all work together to determine the success of a business. Finally, you should have created a successful way to market and present your cereal through a PowerPoint to your class.

Grade Level Targeted: 9-12

Objectives:
1. To understand the concept of target markets and how it applies in business.
2. To work cooperatively within groups.
3. To use the Internet to find relevant information.

Assignment Information:
1. Assignment is designed for groups of three students each.
2. Resources needed: Computers, PowerPoint and Internet access.
3. Approximate time of completion: five &ndash; 100 hundred min. block periods for assignment.

Business Education Standards:
http://www.nbea.org/curfbes.html
http://www.nbea.org/curriculum/s_market.html
http://dese.mo.gov/divimprove/curriculum/GLE/
http://dese.mo.gov/standards/content.html
http://dese.mo.gov/standards/goal1.html
http://dese.mo.gov/standards/goal2.html
http://dese.mo.gov/standards/goal3.html
http://dese.mo.gov/standards/goal4.html

Standards

Credits

Other

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</tr>
</thead>
<tbody>
<tr>
<td>Product Decisions</td>
<td>Product would not have a chance</td>
<td>Product would have many flaws in reality but has a few good ideas</td>
<td>Combines many good ideas that need perfecting</td>
<td>Great ideas for a cereal that I would like to invest in!</td>
<td>%25</td>
</tr>
<tr>
<td>Marketing Mix</td>
<td>Showed limited knowledge</td>
<td>Demonstrated a development of knowledge</td>
<td>Demonstrated a good knowledge base</td>
<td>Demonstrated a good knowledge base with a curiosity to learn more</td>
<td>%25</td>
</tr>
<tr>
<td>Power Point Presentation</td>
<td>Presentation was not well thought out. Did not have graphics or explanations regarding the new cereal</td>
<td>Presentation had limited graphics and explanations regarding the new cereal</td>
<td>Presentation had good explanations for business decisions regarding the new cereal</td>
<td>Presentation was creative and informative regarding the created cereal product</td>
<td>%25</td>
</tr>
</tbody>
</table>

Conclusion

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Teacher Page

Grade Level Targeted: 9-12

This is designed for high school Marketing students.

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