**Approximate total duration:**

10 75-min periods

**Planning notes**

* Consult the 3 project sections:
  + - **Section 1**: Study of the company *(2 75-min periods)*
    - **Section 2**: Development and SWOT analysis *(3 75-min periods)*
    - **Section 3**: Marketing plan *(5 75-min periods)*
* Reserve the laptops for students;
* Share the resource documents with the students;
* Buy the cheeses for the tasting *(in section 2)*;
* Consult the websites ahead of time to get acquainted with the cheese industry;
* Cover the basic concepts of the course before completing this project:
  + It’s best to assign this project at the end of the semester to ensure the theory linked to the following expectations and contents have been covered by the teacher:
    - Innovation/invention
    - Research and analysis of ideas and business opportunities
    - Needs and wants
    - Creative thinking strategy
    - Entrepreneurial spirit
    - Competition
    - Developing new products
    - Rationale and writing a business plan
    - Market research
    - Marketing plan and promotional strategies

**Project section**

**Section 1: Study of the company**

* + **Duration**: 2 75-min periods
  + **Context** *(primer)*
    - Discovering different Canadian cheese dairies through a quiz game.
      * **PowerPoint 1**: [Introduction to the cheese industry](https://docs.google.com/presentation/d/1aan4zdNYwANyJ-ZXZ0QT-7xZCWWWY25v/edit#slide=id.p1)
  + **Exploration** **situation**
    - Presentation of the entire project
      * **PowerPoint 2:** [Job description](https://docs.google.com/presentation/d/1BrJ1LOeFwH-UG52jXP2zl3nTREnNU3qJ/edit#slide=id.p1)
      * **Document 4a**: [*Achievement chart : Cheese industry study - Written project*](https://docs.google.com/document/d/1s2V9YDnjEPMgtIM3_ACVc7_XcjIpEBV9/edit#heading=h.gjdgxs)
      * **Document 4b**: [*Achievement chart : Cheese industry study - Oral presentation*](https://docs.google.com/document/d/1kGulOpXoE_Ff3VgjFBW-noAflQbzVA2R/edit)
    - Creating teams
    - Selecting a company *(*[*Canadian Cheese Directory*](https://cheese-fromage.agr.gc.ca/op-po_eng.cfm?lang=en&menupos=1) *website)*
    - Complete documents 1 - 3 of this section
  + **Performance evaluation**
    - ***Diagnostic evaluation***: Open questions, group discussions
    - ***Formative evaluation***: [Checklist *(document 3)*](https://docs.google.com/document/d/1Hv7vnVOK4qs6Vn5ogy124dEG8cJrhC-2/edit)
  + **Ressources**
    - **PowerPoint 1**: [Introduction *(games, questionnaire and exploration)*](https://docs.google.com/presentation/d/1aan4zdNYwANyJ-ZXZ0QT-7xZCWWWY25v/edit#slide=id.p1)
    - **PowerPoint 2**: [Work description](https://docs.google.com/presentation/d/1BrJ1LOeFwH-UG52jXP2zl3nTREnNU3qJ/edit#slide=id.p1) *(section 1)*
    - **Document 1**: [Concept map : analysis of the selected company](https://docs.google.com/document/d/1uYrXKDjxxGrFAIILsbrKiJNYdZFikhCU/edit)
    - **Document 2**: [Analysis of the selected company’s production table](https://docs.google.com/document/d/1-GQA5xzoWxgO8dXWDf9y3iGvqlkfm4K3/edit):

[Example](https://drive.google.com/drive/u/1/folders/11pB6FUGS6WQhaK6YZFjc_t2vfF8WSrHm)

**Document 3**: [Final project checklist (Fill out *Proof - personal notes*)](https://docs.google.com/document/d/1Hv7vnVOK4qs6Vn5ogy124dEG8cJrhC-2/edit)

* + - **Document 4a**: [*Achievement chart : Cheese industry study - Written project*](https://docs.google.com/document/d/1s2V9YDnjEPMgtIM3_ACVc7_XcjIpEBV9/edit#heading=h.gjdgxs)
    - **Document 4b***:* [*Achievement chart : Cheese industry study - Oral presentation*](https://docs.google.com/document/d/1kGulOpXoE_Ff3VgjFBW-noAflQbzVA2R/edit)
    - *Links (optional)* :
      * [Riviera](https://www.mapaq.gouv.qc.ca/SiteCollectionDocuments/Regions/CentreduQuebec/INPACQ2018/Conferences_Commercialisation_marketing/quandlesavoirfaire.pdf)
      * [Lexique fromager](https://www.fromagesdici.com/fr/lexique)
      * [Canadian Cheese Directory](https://cheese-fromage.agr.gc.ca/op-po_eng.cfm?lang=en&menupos=1)
      * [Cheesebar](https://www.cheesebar.ca/?_ga=2.130353999.1982491388.1622467499-1271938363.1622467499)

**Section 2 : Idea development and SWOT analysis**

* + **Duration**: 3 75-min. periods
  + **Context** *(primer)*
    - Cheese tasting
      * Buying cheeses for tasting
        + Provide one cheese plate per student, divide and cut the cheeses in advance, group the cheeses by texture.
      * PowerPoint 3\_Cheese tasting
        + Introduction to terms related to the principles of tasting.
        + Sheets 5 to 11 show examples of cheese. You can find additional examples in *document 5\_cheese cards (*Introduction to terms related to the principles of tasting. (PDF version or ppt version).
    - Case presentation *(Document 6)*
    - Reminder of basic concepts linked to the themes in this section
  + **Exploration** **situation**
    - Idea generation - new cheese *(PowerPoint 4)* 
      * See presenter’s notes
      * *Support document: PowerPoint 4a: Cheese that stands out.*
    - Selection of the best idea *(among the 8 developed)*
    - SWOT analysis of the best idea *(document 7)*
    - Selection of the best group idea (according to SWOT analysis) and justification of the choice

* + **Performance evaluation**
    - ***Diagnostic evaluation***: Open questions, group discussions
    - ***Formative evaluation:*** Checklist *(document 3)* and SWOT analysis *(document 7)*
  + **Resources**
    - **PowerPoint 3**: [Cheese tasting](https://docs.google.com/presentation/d/1YPZ3U1bDP-33aeFTe3OVpmRznJleuG62/edit#slide=id.p1)
    - **PowerPoint 4**: [Innovation activity and idea generation](https://docs.google.com/presentation/d/1Uco0_xcm-1Jc_dM-ckFjn_d4FWkgE4iE/edit#slide=id.p1)
    - **PowerPoint 4a**: [Cheese that stands out](https://docs.google.com/presentation/d/1fx1VtFB44w7jOcS1tMY6iduFtTx4r9E1/edit#slide=id.p1)
    - **Document 5**: Cheese cards (PDF version) or (ppt version)
    - **Document 6**: [Case study - cheese industry](https://docs.google.com/document/d/1FZFzwp1nzbwxxsLXXbUcW27zQPjgH8sH/edit)
    - **Document 7**: [SWOT analysis](https://docs.google.com/document/d/1uQ8lxhctiAsCrXmFE5Ovh1huai0JAO9X/edit)
    - *Links (optional)* :
      * [How to build a cheese merchant built a thriving business by listening to customers](https://www.bdc.ca/en/articles-tools/start-buy-business/start-business/fromagerie-yannick-different-kind-cheese-merchant)
      * [What is dairy processing](https://www.dpac-atlc.ca/what-is-dairy-processing/)
      * [Cheese in Canada](http://androuet.com/Le%20fromage%20au%20Canada-137-guide-fromage.html)
      * [Canadian cheese directory](https://cheese-fromage.agr.gc.ca/op-po_eng.cfm?lang=en&menupos=1)
      * [Canadian cheese awards](http://www.cheeseawards.ca/)
      * [Cheese & butter competition](https://www.royalfair.org/wp-content/uploads/2019/08/2019_Cheese_PrizeList_ENG-comp-1.pdf)
      * [Faire un pitch comme un pro](https://www.lesaffaires.com/strategie-d-entreprise/management/maitrisez-l-art-du-pitch-comme-un-pro-/582985)

**Section 3 : Marketing plan**

* + **Duration**: 5 75-min periods
  + **Context** *(primer)*
    - Reminder of mix marketing strategy concepts (product, price, place, promotion)
  + **Exploration** **situation**
    - With their group, the student develops the mix marketing for their new product, keeping in mind the 4Ps (Product, price, place, promotion). They use their ***checklist*** ***(document 3; section 3)*** to ensure they meet the project’s expectations.
  + **Performance evaluation**
    - ***Diagnostic evaluation***: Open questions, group discussions
    - ***Formative evaluation:*** Checklist *(document 3)*
  + **Resources**
    - **Links**
      * **Product**
        + [Innovating dairy packaging](https://tctranscontinental.com/en-ca/packaging/markets/cheese-dairy)
        + [Labelling requirements for dairy products](https://inspection.canada.ca/food-label-requirements/labelling/industry/dairy-products/eng/1393082289862/1393082368941?chap=0)
        + [Bien comprendre les étiquettes des fromages](https://www.fromagesdici.com/fr/tout-sur-les-fromages/13/bien-comprendre-les-etiquettes-des-fromages)
        + [L’emballage alimentaire de demain](https://ici.radio-canada.ca/nouvelle/1022852/emballage-alimentaire-bioplastique-bacterie-conservation-biodegradable-udem-polytechnique-chimie-gaspillage)
        + [What you need to know about clean labels](https://www.gfs.ca/en-ca/ideas/what-you-need-know-about-clean-labels)
        + [Development for products, processes and packaging](https://foodinnov.fr/en/offres/food-research-and-development/)
      * **Price**
        + [Étude sur le potentiel des fromages fins](https://www.agrireseau.net/bovinslaitiers/documents/Etude_Fromagesfins.pdf)
        + [Détermination des prix](https://reseau.coop/workspace/uploads/Determination-prix_RESEAU.pdf)
        + [Prix](http://www.mvtechnologie.com/siteprivepromo/planaffaires/index.html?les_strategies_de_fixation_du_prix_de_vente.htm)
      * **Place**
        + [Évolution des prix et réseau de distribution](https://corpus.ulaval.ca/jspui/bitstream/20.500.11794/33432/1/34805.pdf)
        + [Exportation](https://plus.lapresse.ca/screens/91287b55-e721-46d9-9ee8-1c9b8dfa0676__7C__blFWmMcpmy0H.html)
        + [Distribution des fromages artisanaux](https://ici.radio-canada.ca/actualite/lepicerie/docArchives/2004/05/19/reportage2.shtml)
      * **Promotion**
        + [Nouvelle application](https://www.lecourriersud.com/sur-la-route-des-fromages-a-laide-dune-application/)
        + [7 règles pour un bon logo](https://drive.google.com/drive/u/0/folders/0ByEDlPyo94cUNVR1d1AwZEMzTWs)