**Sections**

1. Study of company
2. Idea development and SWOT analysis
3. Marketing plan
4. [Resources teachers and achievement charts](https://docs.google.com/document/d/1GgzYVGMBOSNZezESJ28xJN29eQTHYx2z/edit)

Here is an example of the content that should appear in—***Proof—personal notes***

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| **Part** | **Mandatory elements** | **Link to lesson**  *(to be filled out by teacher)* | **Proof—personal notes**  *(to be filled out by students)* |
| Example | *Legal form* | *lesson 1.3* | *Contacted the head of the company for confirmation* |
| *Regulations, laws* | *lesson 1.5* | *Search the government of Canada’s website for food business activities* |

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| **Part 1** | **Mandatory elements** | **Link to teacher’s lesson or resources**  *(to be filled out by teacher)* | **Proof—personal notes**  (to be filled out by students) |
| **Company study** | Name of selected company | List of Canadian cheese companies  (*See PP 2)* |  |
| History, mission and vision, goals, legal form… | Concept map  *(Document 1)* |  |
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| Brief description of products, their unique characteristics and distinct advantages, the company’s prices and two competitors | Production analysis chart  *(document 2)*    [Glossary for the Classification of Cheeses](https://cheese-fromage.agr.gc.ca/glossary-lexique_eng.cfm?lang=en&menupos=1.4) |  |

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| **Part 2** | **Mandatory elements** | **Link to teacher’s lesson or resources**  *(to be filled out by teacher)* | **Proof—personal notes**  (to be filled out by students) |
| **Product development and product analysis**  **Innovation, Creativity, Entrepreneurship,** | **Need** *(summarize problem according to case study)* | Case study  *(document 6)* |  |
| Generating innovative **ideas** *(at least 8 ideas*) | Innovation and ideation  *(PowerPoint 4)* |  |
| **SWOT** analysis of the best innovative idea selected *(strengths, weaknesses, opportunities, threats)* and justification for the best idea selected | SWOT analysis  *(document 7)* |  |

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| **Part 3** | **Mandatory elements** | **Link to teacher’s lesson or resources**  *(to be filled out by teacher)* | **Proof—personal notes**  (to be filled out by students) |
| Marketing plan | **Product**  Describe the product and its packaging;   * Name of cheese * Characteristics:   + Colour   + Shape   + Taste   + Firmness (soft, hard…)   + Type of milk * External packaging:   + Design     - logo     - colours     - typography   + Laws     - text in both official languages     - list of ingredients     - universal product code (UPC)     - manufacturer’s address     - quantity     - place of production     - conservation and expiry date   + Environmental footprint     - packaging material     - recycling |  |  |
| **Price**  Describe the strategy used to determine the sales price;   * *Profit margin* * *Cost price* * *Competitor price analysis* * *Psychological price* * *Low price or skimming price strategy* |  |  |
| **Place**  Describe the distribution strategy  (path from producer to consumer)   * Storage * Type of transportation   + road, rail, air, maritime… * Names of sales outlets * In-store display |  |  |
| **Promotional activities**  Describe the promotional activities   * Publicity   + billboards   + television   + magazines   + radio   + web   + social media   + etc. * Promotion   + contest   + gifts   + demonstration   + samples   + trade shows   + coupons   + events   + tastings   + etc. |  |  |

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| Element to submit | **Mandatory elements** | **Check when completed** |
| Written project | Title page   * Company name * Company logo * Company information *(address, phone number, fax, email, website)* * Name of team members |  |
| Table of contents (place on second page, immediately after title page) |  |
| Section 1: Study of company |  |
| Section 2: Product development and analysis |  |
| Section 3: Promotional plan |  |
| Webography |  |
| Appendix   1. Documents #1, 2, 3 and 7 2. Marketing plan (tables, logo, images, charts…) |  |
| Checklist |  |
| Oral presentation | PowerPoint  Slide 1 — Company name + logo  Slide 2 — Description of the problem  Slides 3 to 5 — SWOT analysis of favourite ideas (one per student)  Slide 6 — Selected idea + product name, characteristics and logo  Slide 7 — Success and value criteria for the company  Slide 8 — Conclusion |  |