**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…)
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| 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 |  |