Assessment 3

Identifying Customers’ Need

Understanding customers’ need is critical in creating a successful new food product.

**Part 1 Who are these for?**

Name one target consumer who might buy and use each of the following food products. Give one reason for each of your answers.

|  |  |  |
| --- | --- | --- |
| **Food Products** | **Target consumers** | **Why would the food product be useful to them?** |
| *Example* |
| *Mayonnaise without eggs* | *Lacto-vegetarians* | *The product provides more options for lacto-vegetarians who would consume dairy products but not egg. They can use it in making salad, sandwiches, and dips.* |
| Frozen pizza |  |  |
| Ready-made savoury sauces in a jar |  |  |
| Single portion cook-chill spaghetti |  |  |
| Frozen cooked meat balls in 1 kg pack |  |  |
| Pre-cut microwaveable vegetable pouch |  |  |

**Part 2 What would they need?**

Below is a list of target consumers. Name one food product they might buy and give a reason for your answer.

|  |  |  |
| --- | --- | --- |
| **Target consumers** | **Food product they might buy** | **Why would they buy the food product?** |
| *Example* |
| *A hiker who goes on a two-day hiking trip* | *Meat jerky* | *Meat jerky refuels the hiker with protein yet does not weigh much because it is dehydrated.* |
| A parent who has a two-year-old child |  |  |
| An elderly person living alone |  |  |
| A student living in a dormitory |  |  |
| An office lady who is very health-conscious |  |  |
| A traveller who visits an exotic country where the food there may not suit his taste-bud |  |  |