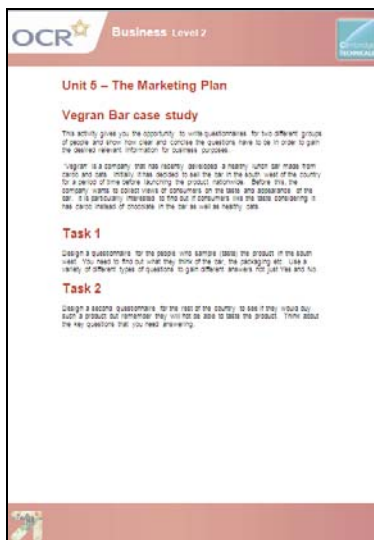


Unit 5 – The Marketing Plan

Vegran Bar case study

Instructions and answers for Teachers

These instructions should accompany the OCR resource ‘Vegran Bar case study’ which supports the OCR Level 2 Cambridge Technicals in Business Unit 5 – The Marketing Plan.



Associated Files:
Vegran Bar case study

Expected Duration:
Task 1 – 30 minutes
Task 2 – 30 minutes

This activity gives learners the opportunity to write questionnaires for two different groups of people and show how clear and concise the questions have to be in order to gain the desired relevant information for business purposes.



'Vegran' is a company that has recently developed a healthy lunch bar made from carob and oats. Initially it has decided to sell the bar in the south west of the country for a period of time before launching the product nationwide. Before this, the company wants to collect views of consumers on the taste and appearance of the bar. It is particularly interested to find out if consumers like the taste considering it has carob instead of chocolate in the bar as well as healthy oats.

Task 1

Design a questionnaire for the people who sample (taste) the product in the south west. You need to find out what they think of the bar, the packaging etc. Use a variety of different types of questions to gain different answers not just Yes and No.

Task 2

Design a second questionnaire for the rest of the country to see if they would buy such a product but remember they will not be able to taste the product. Think about the key questions that you need answering.



This activity offers an opportunity for English skills development.

LESSON *Elements*

The building blocks you need to construct informative and engaging lessons

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