

## Two Teachers Business Studies Challenge Cereal Entrepreneur

### **The Challenge:**

The cereal industry has a serious appetite for money, starting in America as a digestive aid, it's now classed as the most important meal of the day for many people across Europe and the UK. The sales revenue forecast for the UK cereal industry was forecast at £3 billion in 2019 alone (Statista, 2020).

Your challenge is to create a cereal brand and product that could break into this industry and earn a share of its £3 billion revenue. To enter, you just need to complete the 7 tasks below and submit your entry to Mrs Petrak

We wish you the best of luck.



**Task 1: What is the name of your cereal brand and product?**

**Task 2: What is the slogan for the cereal brand?**

**Task 3: Design a logo for your cereal brand (post below)**

**Task 4: Who is your target audience and why?**

**Task 5: What pricing strategy are you going to use and why?** (Pricing Strategies Explained on YouTube @TwoTeachers)

**Task 6: How could you expand your cereal brand and product range in the future?**

**Any additional information such as promotions to influence customers to buy?**

Now it's time to design your packaging...

**Task 7: Design your Cereal Box**

You can either edit the template below on this word document or print the template off and design your cereal box by hand then add a picture of your design below.

