

## MSc Food Innovation

### Marketing, innovation and management module (FOOD 1036) September 2023

#### Assignment brief – as presented in the electronic handbook

##### Aims:

As product development manager for NRI Foods Ltd you have been asked to develop **a brand** for a range of new products described below. The brand should be for the UK market. Ensure that the **product brand** will contribute towards the health and wellbeing of the consumer group. An interesting note is that the UK and EU lead the global trend in sustainability with the rest of the world following behind.

Please develop a brand for one of the following:

1. A selection of **ready-to-eat, ethnic meals** that have been designed for students starting University;
2. A range of **confectionary products free from sucrose**;
3. A range of **beverages** designed to improve gut health of consumers;
4. A range of **functional soups and sauces with proven health benefits** and including a range of nutritious ingredients for named consumer groups.

Your choice of category should be available on the UK market.

**Prepare a portfolio** demonstrating the steps that you have followed to **develop the PRODUCT BRAND**, ensuring it is different from any of the brands that are currently on the market. You need to **create a unique brand** for your new product, as well as **identifying the packaging and preparing a label** that will conform to UK labelling legislation (Food Standards Agency or Gov.uk websites – FIR 2011). The brand and packaging should be fit-for-purpose and meet the requirements for the consumer group that you have chosen.

It is recommended that you conduct **a market review of products** sold online and, if appropriate, visit food shops, delicatessens, supermarkets, local markets and health food shops to review product brands prepared by your main competitors for the same consumer group/target market. You will need to undertake a critical review of the main competitor product brands which should be supported by photographic evidence. Compare and outline (i.e. provide a brief description) the types of packaging used in terms of any brand claims made about brands' social and environmental credentials.

To support your investigation you will need to prepare a diary/portfolio that will illustrate the steps you have followed during your research. A process flow diagram of your work will help you to focus on the different stages that you have followed and will help you to structure the portfolio.

An example of the project stages might be:

1. Generate an idea for **a brand** for a range of new food products for the consumer group you have chosen from the 4 categories described above;
2. Demonstrate your understanding of competitors' product brands prepared for the same consumer group. You could include a swot analysis for this;
3. Design a targeted marketing plan for your product/brand including, e.g. a consumer persona, targeted market segment, brand positioning statement and protection of the brand;
4. Design a distinct brand packaging for your product range, including a draft label for your product that meets legal requirements for safety and health claims (Food Information Regulation 2011);

**N.B. this is a design/branding exercise and you are not developing a new product.**

### **Formative assignment (not marked, feedback given)**

This activity has been designed for you to collate your plans and information needed for the Summative (marked) assignments. Prepare a **Narrated 3-slide PowerPoint presentation** with your ideas for the brand that you will be developing for one of the categories of foods and drinks listed on page 1. The presentation will be 5 minutes long and you should make the presentation as visual as possible with only a minimal use of words on the slides. Peer reviewed feedback will be recorded and given to you in written format on the day of your presentation. This will be to enable you to use your feedback to strengthen Summative assignments 1 and 2. This is the first step to prepare for Summative assignments 1 and 2 and so it is important to do this. It will not be marked but assessed and feedback will be given to make sure you achieve good marks in assignments 1 and 2. Please upload your work to the Moodle shell before **23.30 on 24<sup>th</sup> October 2023**.

### **Summative assignment 1 (marked) - presentation**

You should prepare a 10 minute **Powerpoint presentation**. This will be to present your ideas as a “*work-in-progress*” in **November 2023**. You should upload your presentation to the Moodle shell by **23.30 on 17th November 2023**. Dates will be organised for your presentation. Feedback will be recorded, verbal feedback given to you after your presentation and in written format on Moodle on the day of the presentation. You should include advice given in the feedback to your development of the final portfolio of work.

### **Information on the development and assessment of your presentation**

The presentation is a “work in progress”, where you present your preliminary findings and receive feedback so that your portfolio will meet the assignment brief.

Develop a presentation (visual – PowerPoint/Prezi) in a style suitable for an educated but non-expert audience. The presentation should be of 10 minutes length and an additional 5 minutes will be allocated for questions from the audience at the end of the presentation.

#### **Topics to include:**

Background information on the product, how you developed the concept for your product. The target group and their requirements (you do not need to talk to people in this category so a questionnaire is not required. There is not time to go through the ethics committee requirements).

Rationale for your product brand and the packaging that you have chosen.

#### **Assessment criteria**

Critical Analysis	40 marks
Scientific Content	20 marks

Knowledge and understanding 20 marks

Structure and presentation 20 marks

The presentation addresses learning outcomes 1,2,3,4.

### **Summative assignment 2 (marked)**

The **Portfolio** should be uploaded onto the Moodle shell **by 23.30 on the 15<sup>th</sup> January 2024**. Text should be used to describe the areas mentioned above. Where possible, science-based peer-reviewed articles should be included in the text and discussion. The final work count should not exceed 3,000, excluding Figures, Tables and References.

### **Portfolio - Writing requirements**

Font “Work sans or Calibri 12pt”

- Line spacing 1.5
- Margins 2.0
- Citations in the Harvard format – please refer to Richard’s lecture on the Research Methods Module, Moodle
- Study skills on Moodle with provide guidance for critical appraisal and discussion

Word Count: No more than 3000, excluding Figures, Tables and References.

### **Assessment Criteria**

Structure and critical analysis 30%

Content knowledge and Understanding 30%

Scientific content 30%

Citations and referencing 5%

Presentation and design 5%

The portfolio addresses learning outcomes 1,2,3,4.

Please refer to Peter Burt’s lecture on Oral Presentation and Richard Fuch’s presentation on Citations and Reference in the University’s Harvard style on the Research Methods Module.