Design an Energy Bar Instructions

CCA Business Class

This is a BIG, IMPORTANT project

- This project is worth 120 points!!!
- That's equal to 2 weeks of class projects.
- It's **due Wednesday April 27th 2016 at 3:00pm.** Late projects AUTOMATICALLY lose 20 points.
- We will work on it in class 6 days.

You are going to make a design for a fake Energy Bar

- You are going to draw your ideas on a big piece of paper.
- You will be graded on NEATNESS and ATTENTION TO DETAIL.
- You don't have to be a great artist – just neat.

IT CAN BE FUN, SILLY, CUTE NOT PSYCHO, MEAN, CRAZY, DISGUSTING.

Fold the Big paper in 1/2

- There are 4 sides and the next few Power Point Slides will explain what to put on each side of the paper!
  - Front will have your Front of Energy Bar Design
  - Inside Left Glue the white paper
  - Inside right – Neatly write summary paragraph
  - Back Cover – Back of Energy Bar Design

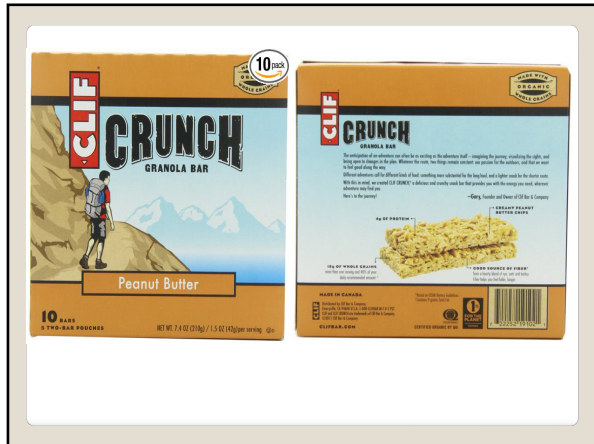| FRONT	INSIDE LEFT	INSIDE Right	BACK
Name Period Drawing of Front of Energy Bar Inches Ounces **Energy Bar Name** Company Name Price	White Paper glued Market Research ✔ Off items when done.	Glue typed paragraph that includes: Target market Name Symbol/Logo Taste T.V. Show	Back of Energy Bar Make sure to include Promotion (Free inside) on either the front or the back

---

Side #1 Front of Box Energy Bar Design

- Neat Drawing is more important than artistic skill. (not an art contest)
- Choose your own theme, but NOTHING PSYCHO OR CRIMINAL!!
- **YOU CANNOT PRINT FROM THE COMPUTER AND GLUE ON POSTER. This is a hand drawn project.**
- Name of your Energy Bar
- Name of your Energy Bar Company
- Logo or symbol of Energy Bar
- **WRITE YOUR NAME AND CLASS PERIOD ON TOP OF PAGE #1**

Not a good example

Include on Side #1

- Read the directions and DON'T FORGET to:
- Include Energy Bar measurements in inches.
- Include the weight of your Energy Bar.
- Include the price

Back Page – Back of Energy Bar Design

Draw the back of the Energy Bar. A lot of kids lose points on this because they spend a lot of time on the front and then scribble on the back!

Inside Left

- Glue your Pink worksheet to page 2
- **It's a good idea to get a pen and ✔ each item right on the paper after you finish doing it.**
- That's a great way to NOT forget something important.
- A lot of kids forget to put the size weight and price and that's the easiest part of the project!

Market Research on White Worksheet Side #3 Inside Right

- Setting the PRICE of any item is important.
- Most companies check out the competition before setting a price.
- Of course, a real business would have to add up the cost of the ingredients and the workers' pay before setting a price. You can't do that on this project.
- So, You need to **get a real grocery store receipt and check prices of real Energy Bars**. You will use the ad on the next slide.
- If your Energy Bars price is 3 times higher than any of the ones in the grocery store ads, something is wrong!

Market Research at bottom of White WorkSheet Side #2

- Find a Energy Bar that's for sale.
- Write the name of the Energy Bar, date of ad (at bottom), and the price on the paper.
- Next, figure out the ounces in box. (Either on ad or look on sample Energy Bars)
- Divide Price of Box by Ounces in Box =Price per ounce
- Guess who the Target Market is for the Energy Bar in the ad. Is it for kids? Dieters? Adults? Write it on your white sheet.

Side #3 – Paragraph

- Neatly type your Paragraph and glue on Side #3. It only needs 4 or 8 sentences. Real sentences with verbs and nouns and punctuation!!!
- It should answer directions #1 to #4 – Describe how it tastes. Describe your Target Audience. Who Do you want to buy it? Identify your Mascot or Symbol. Name a T.V. show/channel that would be a good place to advertise your Energy Bar.
- **Paragraph Example:**
  - **My Energy Bar is designed for Teenage Athletes and is called "Jump Start". My Logo is a set of tennis shoes with springs on them. It tastes like apples and cinnamon. It is a healthy low sugar Energy Bar. My Energy Bar should be advertised when there are sports events being shown. Kids who watch sports will like my "Jump Start" theme.**

Sample Energy Bar Front and Back

My Energy Bar is called "The Man Bar". It is designed for those who want to get ripped like Logan. The Mascot is a picture of The Rock/Logan since its his Energy Bar. It tastes like onions and butternut squash all mixed together. I would advertise my Energy Bar on the WWE channel for all those hardcore wrestling fans or Period 6.

Sample Energy Bar Project inside

We will work on the Energy Bar Project in Class this week

- Work in class all week.
- The project is due on **Wed Apr 27th 2016 at 3:00pm**
- **IF YOU DO NOT TURN IN THIS PROJECT, YOU WILL FAIL THE TERM.**
- LATE PROJECTS LOSE 20 POINTS, but it's better to turn it in and get 100 points out of 120 then to get Zero!