We found that some of the needs that women aged 40+ include:

- Complete concept testing on primary target market for both product and packaging
- Test new product in order to meet requirements of primary target market for the product and packaging
- No fruit that should be used, only dried fruits

Some Problems Encountered

- When we first started our project, we struggled with the steps and processes we needed to follow as it was inexperienced with making muesli bars.
- We had problems with working out the ratios of the muesli bar: dry ingredients to syrup. This made it difficult for us to determine the quantity of mango flavouring to put in to the muesli bar.
- We also found that the packaging of our muesli bar to be challenging, as we at the time our product didn’t stand out from current muesli bars on the market.

Testing and Trialling

In each testing and trialling that was carried out, our focus group wrote out our evaluations, to describe the taste, aroma, appearance and texture of the sample to have an idea of what to alter or keep the same in the next trial.

After various testing and trialling by mixing and matching the ingredients, we developed what we and our focus group thought, targets Females aged 40+ years who would like a nutritious yet tasty snack.

TRIP TO BLUEBIRD FACTORY

Acknowledgements:

We found that the most common and popular muesli bar products are-favourites for Kiwi’s young and old. They have a brief that would stand out against other muesli bars.

With our packaging, we felt that we should produce something different that would stand out against other muesli bars.

We found that some of the needs that women aged 40+ include energy boosters, weight management, digestive balance, protein boosters, calcium boosters and antioxidant boosters.

Testing and Trialling

With our packaging, we felt that we should produce something different that would stand out against other muesli bars.

We continued to research and we decided instead of having mixed bars we would create muesli bites. We decided that our packaging should be something small and compact that our target market could take with them on-the-go. We then decided on creating small boxes so as our packaging and storing the muesli bites is a re-sealable bag so that the target market would have the option of not having to finish the bites all at once.

Final Outcome

After developing our final product we needed to gather a group of people (new focus group of 12 people) who haven’t participated in any of our testing and trialling we had done to develop our final product. We did this to see if others women aged 40+ enjoyed our muesli bars as much as our focus group did. We used a range of women aged 40+ in this new focus group.

Final Outcome

- We are very happy with what we have achieved; we started off with a brief stating we needed to develop a muesli bar range for 50+ women. We changed our demographic to 40+ women because we decided the two age groups were very similar and had a lot in common when it came to their needs and wants. The brief also stated we needed to have a minimum of 8g of wholegrain per serve; we however ended up with a good source of wholegrain per serve at 79.2g (the minimum for good source of wholegrain being 19g). We were given a brief to develop a range and we have fully developed our energy booster bar. Through the help of Katie and Mrs Thomson we came up with a few ideas and pursued them. We gained feedback from our focus group that helped us improve our product and the ingredients we received from Invita, the rice syrup and Orafti changed our muesli bites into something unique.

**Research**

- We went to our local supermarket and did some research online to investigate products that targeted women aged 40+ and other muesli bar products.
- We found that some of the needs that women aged 40+ include energy boosters, weight management, digestive balance, protein boosters, calcium boosters and antioxidant boosters.
- We found that the most common and popular muesli bar products contain chocolate, nuts, seeds and fruits.
- It was important for us to know what were the most common needs for women aged 40+ and common and popular flavours in the market when we brainstormed possible muesli bar concepts.

**Specifications**

- Complete concept testing on primary target market for both product and packaging
- Ensure product meets relevant nutritional criteria;
- Final Outcome

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