



TYCOON ENTERPRISE CHALLENGE 3: HUNGRY FOR CHOICE



YOUR CHALLENGE (SECONDARY)



You are the Marketing Officer of a small startup food company looking to expand into plant-based meat alternatives i.e. Motherless (lab-grown) Meats due to the rise in veganism and vegetarian diets. You have been asked to conduct some secondary research on this area to provide some background knowledge and key recommendations going forward.

To complete this challenge, you need to:

- Define what is secondary research and list three advantages / disadvantages for this choice of market research relative to the brief.
- Identify between 3-5 sources you will use to support your research.
- Create a 3-page presentation on the following:
 - Background information to include:
 - Who is the target market? i.e. What types of people will buy what you want to sell (think age, gender, lifestyle, ethnicity and social group)?
 - How much do you estimate the product will cost to produce?
 - How much are people prepared to pay?
 - Is there any competition for your business?
 - Three recommendations from your research.
 - A unique selling point for your product





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✓ WHAT WE'RE LOOKING FOR ✓

- You have defined secondary research and weighed up the advantages and disadvantages of using this research method relative to the brief.
- Identified 3-5 reliable sources to backup your recommendations.
- Created a well-thought out presentation considering all of the bullet points.

??? HOW TO SUBMIT ???

- Email tycoon@pjfoundation.org with your submission OR
- Post it on [Twitter](#) tagging [@pjfoundation](#) and using the hashtag #TycoonChallenge OR
- Post it on [Instagram](#) tagging [@peterjonesfoundation](#) and using the hashtag #TycoonChallenge



DEADLINE



The deadline for submissions is midday on Friday 10th April



THE PRIZE



A limited edition Tycoon pin badge.

Good Luck!

