**Tycoon Enterprise Weekly Challenge 3 Hungry for Choice: (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:

1. Define what is secondary research and list three advantages / disadvantages relative to the brief.
2. Identify between 3-5 sources you will use to support your research.
3. 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.

**Define secondary research?**

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**Advantages and Disadvantages**

|  |  |
| --- | --- |
| **Advantages** | **Disadvantages** |
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**Identify 3-5 sources you will use to support your research? (Tip: are they reliable?)**

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.
5. Click or tap here to enter text.

**Create a 3-page presentation (please complete this on PowerPoint. If you don’t have access to this, then use the box below).**

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