

## Candidate 1 evidence

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1. The marketing plan stage is an important stage of product development during this stage new ideas are brainstormed and ~~written down~~ the ones that fit the brief are written down. This ~~is~~ <sup>is</sup> an important step ~~and~~ without this stage <sup>new</sup> ideas would not be produced and therefore the product <sup>produced</sup> could be <sup>too</sup> similar to another product on the market.

During the marketing plan stage

1. During product development, product testing is an important step. This is because allows the product to be tested with a group of consumers to see if it is appealing. This stage is beneficial in the development of a new product as it allows for adaptations to be made to the product if necessary, to ensure

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the product is popular when launched.

During the product testing stage, sensory tests are carried out with potential consumers, this could be in stores such as Tesco's or Asda. This can help the manufacturer to establish whether the product tastes, looks and smells good.

This is important as if the feedback of the product is not good then the product can be altered accordingly, however if feedback of the product is bad then the product could be discarded all together. This can help ensure that the correct product moves ~~the~~ product testing on to the next stage into the development process and that the product's sales are high.

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	<p>The product testing stage allows the manufacturers to ask potential consumers about things such as price and packaging, this is beneficial as it means that the product will not be too expensive and put consumers <sup>off</sup> buying the product and in turn will result in a fair price for the product and increase its popularity when first launched.</p>	
	<p>The marketing plan stage is where the marketing for the product is thought about. This could include things such as TV adverts to advertise the product before its launch. This is a crucial stage in product development as without a good marketing plan then the sales of the product will be low as people will not know the product exists. This will mean the manufacturer will not make a lot of money.</p>	

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	<p>During the marketing plan stage introductory offers such as BOGOF or half price will be thought about. This is an important stage as these types of offers can result in a high volume of sales when the product is launched, and therefore increase the products popularity.</p>
	<p><del>The</del> During the Marketing plan stage the marketing team will think about what location they should launch the product in, this could be a supermarket or a small shop. This is important as launching the product in the wrong place <del>will</del> could mean sales of the product are low as maybe the target audience do not shop there. This step ensures the product is launched in the right place and meets sales targets.</p>

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	<p>During the product launch stage the product is finally on the market and on sale to the consumers. This is important as this stage allows the product to make money and be monitored to ensure it is meeting sales figures. If the product is not monitored closely then the sales figures may not be met.</p>
	<p>During the product launch the product will be introduced into a small region so it can be monitored to see if the marketing plan is working. This is beneficial as it means that the product can be carefully monitored and the marketing plan can be adjusted if required to ensure sales are good.</p>

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	<p>When the product is launched it <del>can</del> starts off <sup>in a</sup> small <sup>region</sup> and then gets launched nationally. This is good as it gives the manufacturers the opportunity to adapt the initial marketing plans and if the product is not where near meeting sales <del>sub</del> targets then the product could be taken off the shelves. This is important as it means that the manufacturer will not waste loads of money launching the product nationally if it is not going to sell.</p>
	<p><sup>During</sup> The marketing plan stage celebrity endorsement of the product could be considered as this will encourage fans of the celebrity to buy the product. This is beneficial as it will increase</p>

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	<p>The popularity of a product and ensure sales figures are high.</p>
2.	<p>Minerals are essential in the diet of the elderly. <del>as</del> Calcium is required to aid <del>blood</del> vitamin K in blood clotting. This is important for the elderly as they may be at a greater risk of falling and if they do not have enough calcium their blood will not clot and they could bleed heavily or even bleed to death if they fall.</p>
	<p>Calcium is also required to help form and maintain strong bones and teeth. This is beneficial for the elderly as as you get older you lose bone mass,</p>

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and therefore calcium is needed to prevent osteoporosis.

Iron is required create haemoglobin which is essential in the formation of red blood cells. This is ~~essential~~ important in the elderly as if they are deficient in iron it could cause them to become tired and not want to go out, this could mean they lose their independence and develop anaemia.

Iron is also required to maintain a healthy immune system. This is very important for the elderly as they are more at risk of infections if they are going to the hospital a lot and if they develop an infection and their immune system is weak then it

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	<p>it could be extremely dangerous as they may not be strong enough to fight it off and could potentially die.</p>
	<p>Iodine is required as it produces the hormone thyroxine which helps to maintain your Basal Metabolic Rate. This is important in the elderly as when you get older your BMR reduces anyway therefore if you are deficient in iodine it will be reduced even further making it difficult to lose weight. This could result in the elderly person becoming overweight which comes with several side effects one of which being heart disease.</p>
	<p>Iodine is also required to create thyroxine which helps to maintain your body temperature. This is important in the elderly as they</p>

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	<p>have reduced movement and also suffer from poor circulation, therefore a lack of iodine could mean that they get cold easier.</p>	
	<p>Potassium is required to maintain fluid <sup>and keep it</sup> to salt ratio in cells balanced. This is important in the elderly as if they consume too much sodium they could be at risk of high blood pressure which is very bad for you and could lead to a stroke.</p>	
	<p>Sodium consumed in excess can lead to hypertension / high blood pressure. This is not good for the elderly as they not be aware of how much salt they are consuming which could lead to high blood pressure and if sustained a heart attack.</p>	

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	<p><del>Body</del> Phosphorus acts with calcium in order to give bones and teeth their strength, this is essential in the elderly who are more prone to accidents as if they fall they could break a leg/hip* <del>✱</del></p> <p>This <del>can</del> can affect them greatly and may mean they have to stay in a care home.</p> <p>* as their bones will be weaker from a lack of phosphorus. Phosphorus is also advantageous in the diet of the elderly as it may prevent things such as tooth decay. This is good as if the elderly person has eaten a diet high in sugar their whole life then it could help them prevent <del>tooth</del> <sup>them from</sup> losing their teeth and having to get dentures.</p>

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	<p>3. Food packaging can influence a consumer's food choice greatly. Food <del>pack</del> packaging which is colourful and eye catching is helpful as it may encourage the consumer to buy the product as it will stand out. This will mean the sales of the product are high. Another thing that can influence food choice is the name of a product. This is because if a product has a name which has nothing to do with the product then <del>can</del> consumers may be less likely to purchase the product as they will not be immediately able to tell <del>whether</del> what the item is.</p>

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Food packaging which is very good  
Food packaging that protects a product from breaking / spilling could encourage a ~~sex~~ consumer to buy that product over another brands product. This is because if the consumer has to ~~take the~~ ~~trip~~ travel home either in the car or by walking they will not want the product to spill or make a mess. This however may put consumers off buying a product as they may want to be environmentally friendly and not waste packaging that cannot be recycled.

Food labels such as the traffic light system may ~~know~~ affect consumer choice as if it shows the product is high in salt and sugar then the consumer may decide not to buy it and opt for

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	<p>a healthier option. This however may not make a difference in consumer food choice as if the manufacture uses pastel colours then the traffic light labelling will not stand out and the consumer may just buy the product normally.</p>
	<p>Things written on the packaging such as "half price" or "20% extra free" may encourage consumers to purchase the product as they may feel that they are getting a bargain and wont want to miss out on the great deal. Similarly if the packaging has "reduced fat" or "reduced sugar" written on it this could also influence consumer food choice by encouraging them to buy the product in a bid to be healthier.</p>

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	<p>If the cooking instructions are on the packaging this could <del>also</del> encourage consumer food choice as the consumer may be reassured <sup>to buy the product</sup> if they have limited knowledge of food preparation/cooking. <del>This however</del> Similarly if the number of portions <del>is</del> is written on the packaging consumers may be more likely to buy a food product as it will be easier for them to serve and portion control. This will result in them <del>buy</del> being more likely to purchase the product.</p>
	<p>If the nutritional information <del>is</del> is written on the packaging <del>then</del> <sup>it</sup> is telling people that a product is calorie dense and high in saturated fat, this could put a consumer off buying it, especially</p>

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	<p>if they are on a diet and watching what they eat. This however could work the other way for example if the product is high in fibre the consumer may want to purchase the product to provide them with the benefits of fibre such as <del>reduce</del> prevents constipation</p>
	<p>If the food product is organic this could encourage consumers to buy the product as they may believe it will taste nicer and be a better quality than non organic food, therefore increasing sales. This however could put people off buying the product as they may look at the label, see that the product is organic and discount the product as they may feel that it will be too expensive and out of their price</p>

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	<p>range, therefore meaning they buy the non-organic version.</p>
	<p>If a product's packaging has Genetically modified on it the consumer may be put off buying the product as they may be wary of GM foods as the health benefits of eating them are unknown. This however could be the opposite and consumers may be more inclined to buy the product as they may feel it <del>has</del> will have health benefits such as GM tomatoes which have been <del>at</del> modified to contain more antioxidants which fight off free radicals in the body preventing cancer.</p>

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4.	<p>Alternative proteins such as Tofu <sup>quorn</sup> are beneficial in the diet as they are plant based and therefore contain lots of fibre, this is beneficial as it helps to prevent against constipation and bowel diseases such as diverticulitis, this however could be bad <del>as</del> <sup>too much</sup> as fibre binds together with calcium and hinders calcium absorption, this could be bad as it could lead to osteoporosis.</p>	
	<p>Tofu however is a source of calcium, which acts with phosphorus to create strong bones and teeth, this is important <del>it</del> as it helps to prevent against broken bones and bone diseases such as osteomalacia.</p>	

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Lentils and pulses are sources of LDL protein which is good as protein is required for growth, maintenance and repair of cells in the body, this is good as it will mean that cuts + wounds will heal properly. Lentils however ~~do~~ do not contain all essential amino acids the body needs and therefore the body may not be getting enough protein to assist in its function and this could result in cuts + wounds taking longer to heal causing infection. This problem however can be solved by protein complementing\* as this will mean someone is getting all amino acids that the body needs and therefore ~~the~~ protein will be able to carry out its function of maintenance and repair. \* Protein comp this is when a few sources of protein are eaten together to gain all essential amino acids.

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	<p>Quorn is less calorie dense than meat but still provides the body with energy. This is beneficial for a person trying to lose weight as they will not have as many calories to burn off and therefore will not put on any <sup>extra</sup> weight. Quorn however is not suitable for children as they need lots of calories to grow and carry out their daily activities.</p>
	<p>Tofu is a good source of carbohydrates, which are required to provide the body with energy. This is good as a lack of carbohydrates can lead to someone feeling tired + lethargic. Tofu is also gluten free which is helpful as if a person who doesn't know they are gluten free eats it, then they won't</p>

