

Candidate 2 evidence

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①	<p>Product testing is where a small batch of the product is made and is tested to the manufacturer's target market, which is good for the manufacturer as they will be able to find out what their target market likes or dislikes about their product, meaning they can make the changes for a more successful product.</p>	
	<p>Product testing should be anonymous. If target market who are testing the product share at their answers with another person undergoing sensory testing, then their answers may change. This would</p>	

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sales team discuss final price for the product. This is good as the manufacturer will get a large range of opinions on price because if price is too low consumers assume that quality is low so won't buy it but if price is too high consumers won't be able to afford it, both of which will reduce sales of the new product. So it is essential to agree on the correct price.

Marketing plan also includes packaging ideas which is good as if the manufacturer decides to use biodegradable packaging then it will increase

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Although making packaging look appealing the packaging also has to serve a purpose which is good because when delivering the products to shops for consumers to buy the products will be safe e.g. flour will stay dry within the packaging and prevents it from spilling out.

During marketing plan the manufacturer will ~~ad~~ decide on advertisement for the new product such as tv/celebrity endorsement. This may be bad as this type of advertising is extremely expensive and if sales don't meet the cost then the

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②	<p>Protein is an essential mineral in an elderly person's diet for maintenance of body tissues. As elderly people are prone to falling and injuring their body tissues, Protein helps to repair these tissues reducing the risk of further injury and infection.</p> <p>Calcium is essential in an elderly person's diet to maintain strong bones and teeth. Without adequate calcium to body is more prone to developing osteoporosis so bones are more brittle and easily broken.</p> <p>Iron is essential in an elderly person's diet to reduce the risk of anaemia. Without adequate iron the</p>

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body can not undergo haemoglobin where the body produces ^{red} blood cells. Without red blood cells the body becomes lethargic and anaemic.

Folic acid is essential for elderly for a secondary source of iron. Elderly people are less likely to have the budget to buy red meats and green leafy vegetables etc due to budget and willingness to cook.

Carbohydrates are essential in an elderly person's diet as they are high in NSP, filling them up preventing them from snacking on sugary or

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	<p>fatty foods, reducing the risk of obesity as they are less mobile and won't be able to burn the excess energy off.</p> <p>Proteins can be used as a secondary source of energy. If elderly consume too much protein, the protein will be converted into energy. Since elderly people are less active they may not be able to burn it off so protein will be stored as fat, increasing risk of obesity.</p> <p>Calcium is essential in the body for the elderly for the absorption of vitamin D, as vitamin D helps the</p>

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3	<p>The manufacturer could choose to use biodegradable packaging, this is good because it will increase interest and sales from environmentally aware customers. However, biodegradable packaging can be more expensive to buy in so the manufacturer would have to increase consumer cost for the product which could reduce sales as product is too expensive. Biodegradable packaging can also look less appealing so may not catch consumer's eye which could reduce sales again.</p>	
	<p>The packaging is there to protect the product against harm from transport. So the</p>	

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	<p>manufacturer may choose to use plastic or cardboard to cover the product which is good as the packaging will be strong enough to protect the new product, however using these materials the manufacturer may not get the desired look from the packaging that he or she wishes which would be bad as this could decrease sales</p> <p>The manufacturer may choose to use colourful packaging to catch the consumer's eye which is good as this could help increase sales, however using colourful packaging increases cost</p>	

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of the packaging therefore increasing whole cost of the product and their target market may not be able to afford the expense of the product, so therefore reducing sales.

The manufacturer may wish to include bar codes on the packaging which is good for the consumer and shops selling the product as it is a convenient way to find out price if not displayed. Bar codes could also be good for the manufacturer as they are able to monitor sales more accurately. This also helps the manufacturer and shop as manufacturers

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	<p>will be able to know when the shop needs a new delivery of the product so the product is always selling.</p>
	<p>The manufacturer may put a nutritional^{nutritionally} value table on the packaging which is good as if the product is healthy enough it may attract more health aware customers.</p>
	<p>However, if the product is high in saturated fats, sugars and salts then they are displaying how unhealthy the product is, therefore reducing sales as more and more people are becoming health aware.</p>

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	<p>By law, the manufacturer has to list all the ingredients which is good as consumers will be able to see exactly what is in the product, in case they have an allergies or ethical considerations. However, if the product contains many additives the consumer will be able to see it, which may reduce sales as many people are becoming more health aware and there is no scientific facts on the benefits of health of e-numbers/additives for the future.</p> <p>By law the manufacturer has to put origin of manufacturer</p>

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	<p>and how to contact the manufacturer, which is good as if there is a problem with the product the consumer can contact the manufacturer and the manufacturer may be able to fix the problem if it is a reoccurring problem, which could increase sales if problem is fixed. Furthermore, if the consumer knows that the product is locally manufactured then they may be more inclined to buy the product.</p>

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4	<p>Quorn is high in NSP which is good for the diet as it fills the person up preventing them from snacking on sugars sugary and fatty foods preventing obesity. Also Furthermore, the NSP in quorn will combine with water to make soft, bulky faeces which are easy to pass reducing the risk of constipation and bowel disease.</p>
	<p>Tofu is high in protein which is good for the diet especially for an active teenager for growth, repairs and maintenance of body tissues as the teenagers will need extra protein for their muscle</p>

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	<p>Quorn is low in iron which is bad as the body can not produce red blood cells (haemoglobin) increasing the risk of becoming tired and lethargic and also increasing risk of anemia.</p>