

Binxy Cats Worksheet

Names _____



Explain your *Binxy Cat*. Include flavor, color, cut, size, packaging and any other qualities of your candy.

Our Binxy Cats are delicious! They are chocolate flavored, rectangular, and about one inch long. They come in a box and are easy enough to carry in your hand, pocket, or purse. Binxy Cats don't contain peanuts so they are perfect for everyone. Our Binxy Cats can turn little monster children into helpful little angels within 10-minutes. They are perfect for any person who is affected by bratty little children. They are basically the best snack food in the world!

What target market(s) does your candy appeal to? (a-g on project outline):

Our product applies to young adults (18-29), and thirty-somethings (30-39), and Adults (40-60).

Why?

This is because this group is the most likely to have younger children. Part of the adult demographic is applicable, however, it is doubtful that a 60 year-old has a young child.

Explain how your product affects the 7 consumer demographics.

Demographic

Explanation

1. Kids: Age 5-9

If unruly kids eat them they will become calmer. They will definitely eat them because they are chocolate and most kids like

2. Tweens Age: 10-12

Tweens can be annoying, so if they eat them they will be less annoying and more

helpful. Tweens love to eat junk food so they will happily eat these.

3. Teens Age: 13-17

Teens can be moody, so if they take these they will be nicer to their parents.

Teenagers will most likely like the taste of our Binxy Cats, especially if they like chocolate.

4. Young Adults Age: 18-29

Some people in these age groups have children and they can get out of control.

They probably wont eat them, but they will feed them to their kids.

5. Thirty-Somethings Age: 30-39

A lot of people in this age group have kids. If their kids are out of control they can just feed them these chocolate covered candies.

6. Adults Age: 40-60

Some of these people might be parents and some might be grandparents, either way, these are a great thing to give to children or grandchildren.

7. Seniors Age: 61 +

Everyone trusts seniors, and they are always cranky. So when kids get out-of-control, no one will bat an eye when they give kids these little candies.

Explain the cost of your candy and how it is priced among your competition. Is this expensive? Is it consistent with your competitors? Are you priced below the market average?

Binxy Cats are a little more expensive than our competitor' s prices. This is because they do something no other candies do; they make unruly children into

helpful individuals. Our candies are actually really inexpensive and somewhat consistent with their competitors because they are not only great tasting, but help parent control their children. This makes the little extra cost reasonable. Although this is the case, we are priced above the market average.

What is the price of your *Binxy Cats*? \$3.00

What is the per ounce price? Final price divided by ounces = .067

List and explain two complimentary goods that go with your *Binxy Cats*. When people buy your candies, what else are they likely to buy?

Complimentary good

Explanation/Why

1. Milk

Every one knows chocolate goes well with milk.

2. Cleaning Supplies

*Once consumed, children tend to want to help out around the house. Cleaning supplies would be a great complimentary good to take advantage of the effects of our *Binxy Cats*.*

What current brand of candy would be your biggest competitor? Why?

Mars Incorporated would be the biggest competitor of our product. This is because they are the largest manufacturer of candy. They made over 16 billion in net sales in 2011. This means a lot of people buy their candy and they will have a lot of money to dedicate to research to try and replicate our product.

Explain two factors (other than price change) that would cause demand for your *Binxy Cats* to shift. Use SPICE (two for each).

Right Shift-

- 1) *Preference in Advertising: The demand for *Binxy Cats* would increase if *Binxy Cats* came out with an awesome commercial (like ours) and everyone felt it was the cool snack.*
- 2) *Income: If income rises, people will probably demand our product more. This is because it is a well-known candy and is therefore a normal good.*

Left Shift-

- 1) *Substitute: If the Mars company steals our idea and sells it for less, then people will be more likely to buy Mars branded products over Binxy Cats. Therefore demand would be less.*
- 2) *Preference in Advertising: Demand for Binxy Cats would also go down if recent research has show that they cause cancer.*

What current celebrities would most likely appear in a commercial to promote your candy? Why?

Brad Pitt and Angelina Jolie, Octamom, and the Duggars. All of these families have way too many children. There is no way that all of them act good all of the time. In fact, they would probably be more than grateful to make their children eat these because then they could clean up the messes they make and be nicer to their siblings. Octamom would probably be most excited about our product.

Explain one positive and one negative externality that may occur if people use your product.

One positive externality that would occur if people used our product is that teachers, neighbors, and others that interact with the children will benefit from their better behavior. Since Binxy Cats work so well, it is likely that individuals who eat them will help neighbors with yard work/chores, and become better students.

One negative externality is that children might become so good that they turn into high achievers. This means that they may want to further their education at some ridiculously pretentious and overpriced school like Harvard or Yale. This is a terrible and unforeseen financial burden on the parents. This is doubly concerning because they might stop eating Binxy Cats once at said pretentious school, become poor students, and waste the 50K/year and never have the credentials to pay their parents back.

* Attach your three Internet research articles and graphs resources to this sheet. Be sure the website is clearly labeled on each source. Also, the information you used in your analysis should be highlighted within your resources.