

Task 2 Details

Repositioning/re-branding of service area in canteen

The management committee of our school canteen face tremendous pressure from a number of stakeholders. The students want a modern canteen but this needs to be balanced against a limited school budget and strict guidelines put in place by the Department of Education. The success of Exit 14 is an example of how a new service area can be created even in this climate of budget cutbacks.

Your task is to come up with an innovative and exciting idea for a new service area in the canteen

You must explain your concept fully and include:

- Market research
 - Target market
 - Cost
 - Marketing mix (Product, Price, Place and Promotion)
 - You must explain how it meets the needs of all the stakeholders involved – Canteen staff, Students, Principal, Financial Controller, Facilities manager, Department of Education recommendations, Miss Donaghy and the Healthy eating co-ordinator.
- Each team must select roles within the task.
 - Teams will be required to carry out detailed research and budget for re-branding of a new service area in the canteen.
 - Teams will produce a presentation and pitch their ideas for the new service area. Teams can use as many aids as they want to sell their ideas to the panel.
 - The IT enrichment group will be available to help with the production of your presentation.
 - Each presentation is expected to last a maximum of 15-20mins
 - The pitch will be made to teachers from SMT and canteen management.
 - With this particular task teams will have to work independently and over the Halloween break in order to be ready for the presentation day.
 - Teams will be assessed on: Quality of research, innovative and workable ideas, quality of presentation and team work

Teams will be expected to meet outside of the normal Tuesday morning slot for this task and may not be excused from class.

You may need to make appointments to speak with key personnel within the school.