



## LESSON PLAN #3

# BRAND CHALLENGE

MARKETING

MATHS

### Market research

As a business person you need to understand your competition.

Research different types of smoothies that are on the market.

- What is their brand?
- How much do they cost?
- What are their benefits?

Compare these to yours and discuss why some smoothies cost more than others, e.g. brand, location, convenience, ingredients.