**Read: Your Project Pack**

**Market Research Project : Comparing the Market**

**Market Research Domain Projects**

Projects within the market research domain looks at various factors in product development. Research projects can include product development, product sampling or sensory analysis, product comparisons to evaluating marketing strategies.

**Market Research Project 1: Comparing the Market**

**Executive Summary and Aim**

The aim of this project is to compare nutrients available in quick meal and snack options from your local supermarket between various brands.

**Option :** Yoghurts (nutrients to focus on: calcium, fat content or added sugars)

**Background**

Pre-packed meals and snacks are increasingly being marketed to Australians who lead busy lifestyles. Certain foods are also accompanied by health claims as way to market them (Kaur et al., 2017). As such, more and more Australians are relying on these meals and snacks as quick and easy alternatives. However, marketing of pre-packaged foods can also deceive consumers through their serving sizes, easily leading to over consumption of foods (Hollands et al., 2015).

**Ethics**

This project does not require ethics approval as this project does not involve human or animal testing.

**Your Tasks**

* Conduct narrative literature review
* Develop data entry spreadsheet and decide on data to be collected
* Collect data either from a physical or online supermarket
* Analyse data
* Report and disseminate data

**Expectations**

Students and supervisors are expected to maintain regular contact to discuss the progress of the research project as agreed upon in the first meeting.

**Supporting Resources**

* Kaur, A., Scarborough, P., & Rayner, M. (2017). [A systematic review, and meta-analyses, of the impact of health-related claims on dietary choices](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5505045/). *The international journal of behavioral nutrition and physical activity, 14*(1), 93. <https://doi.org/10.1186/s12966-017-0548-1>
* Hollands, G. J., Shemilt, I., Marteau, T. M., Jebb, S. A., Lewis, H. B., Wei, Y., Higgins, J. P., & Ogilvie, D. (2015). [Portion, package or tableware size for changing selection and consumption of food, alcohol and tobacco](http://europepmc.org/backend/ptpmcrender.fcgi?accid=PMC4579823&blobtype=pdf). *The Cochrane database of systematic reviews, 2015*(9), CD011045. <https://doi.org/10.1002/14651858.CD011045.pub2>

Dear Writer,

I need help, and I can admit that I am not good with research skill; I can be good, but I feel I have not received explicit instruction from the university, and I think I am lost, and I don't know from where I should start.

I have a subject NUTRITION RESEARCH MINOR PROJECT that contains three assignment:

Assignment 1: Research Proposal (1,000 words): You will be asked to demonstrate an understanding of your research project through a research proposal. (I have done that and submitted and got my feedback about is which is not good 15 out of 25, I have attached it with feedback)

Assignment 2: 5-Minute Multimedia Presentation

You will need to present a 5-minute multimedia presentation in the form of an oral presentation, infographic/research poster or podcast. ( I have attached the instruction and Rubric)

Assessment 3: Final Report (3000 words): You will need to submit a written final project report.