

Chocolate

Mousse

Freyberg High School  
2009 Trade Fair

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## Abstract-

We conducted a survey to find out what flavour mousse people liked and how much they are willing to pay at the trade fair.

The point of the survey was to find out how much to sell our product for and what kinds of mousse people would buy. We made the survey in class and asked students in different classrooms around the school to fill it out for us.

After we collected and graphed the data we found that the most popular flavour of mousse was chocolate, and that people liked toppings such as chocolate sauce and sprinkles on their mousse. The price that people were most willing to pay for one cup of mousse was \$1.50.

## Introduction-

We decided to sell chocolate mousse at the trade fair so we conducted a survey to help us market our product. We did a multi choice survey to see what flavours of mousse people liked and how much they were willing to pay.

## Methodology-

We conducted a captive group survey containing six questions. We surveyed 41 year nine and ten students, who were selected by going to different classrooms around the school. Then we tallied the results and graphed them on Microsoft Excel. We chose this method because it best shows what the students want. We expected to find from the survey what flavours of mousse and kinds of toppings they liked and what price they were ideally willing to pay.

Hello, we are doing a survey for the trade fair. We would greatly appreciate your contribution.  
(Please tick only one box per question)

**1. Do you like mousse?**

Yes

No

**2. What is your favourite flavour?**

Chocolate

Caramel

Strawberry

Other (please state): \_\_\_\_\_

**3. Do you like toppings on your mousse? If yes what would you prefer?**

Cream

Chocolate sauce

Chocolate Sprinkles

Hundreds and thousands

Other (please state): \_\_\_\_\_

**4. Would you like the choice of two different serving sizes?**

Yes

No

**5. How much are you willing to pay at the trade fair for a cup of mousse this size?**

\$1.50

\$2.00

\$2.50

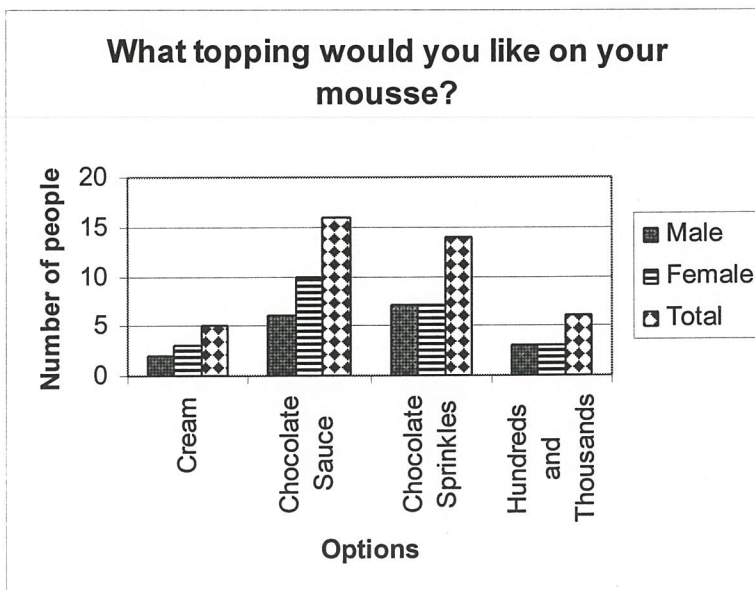
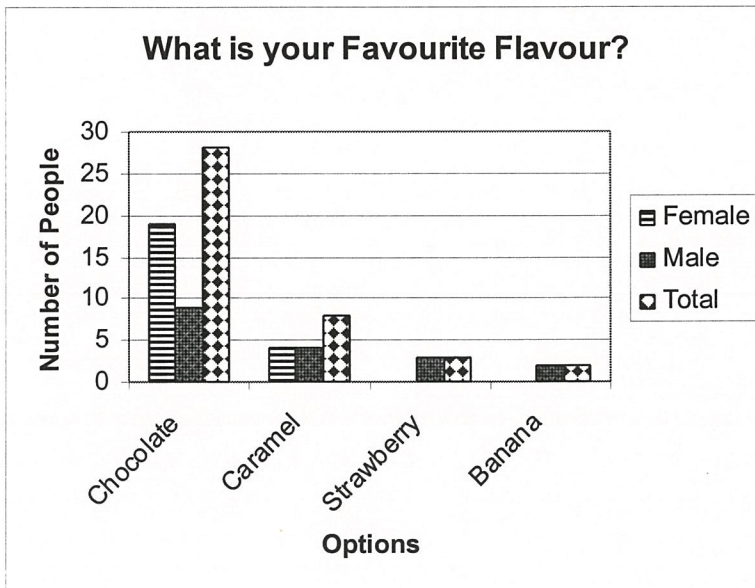
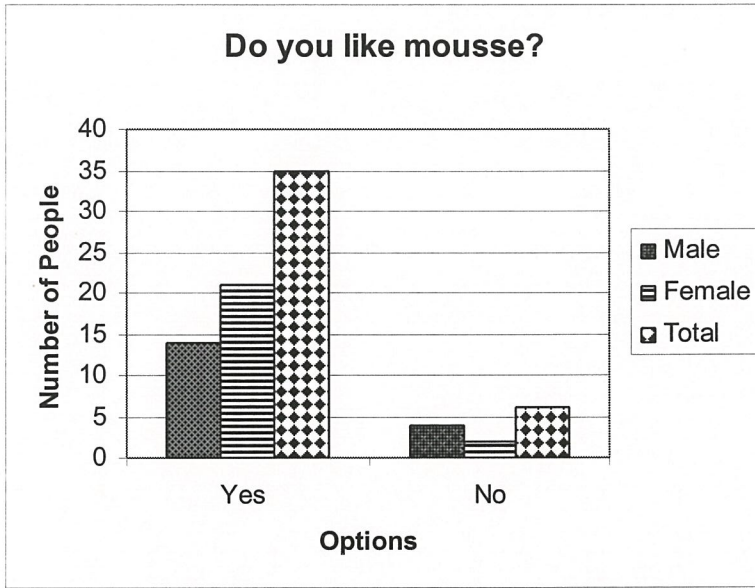
**6. What gender are you?**

Male

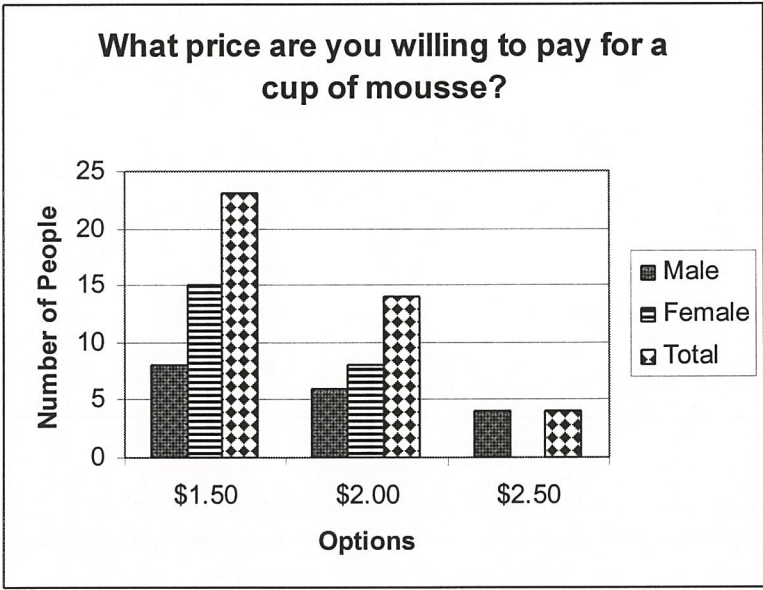
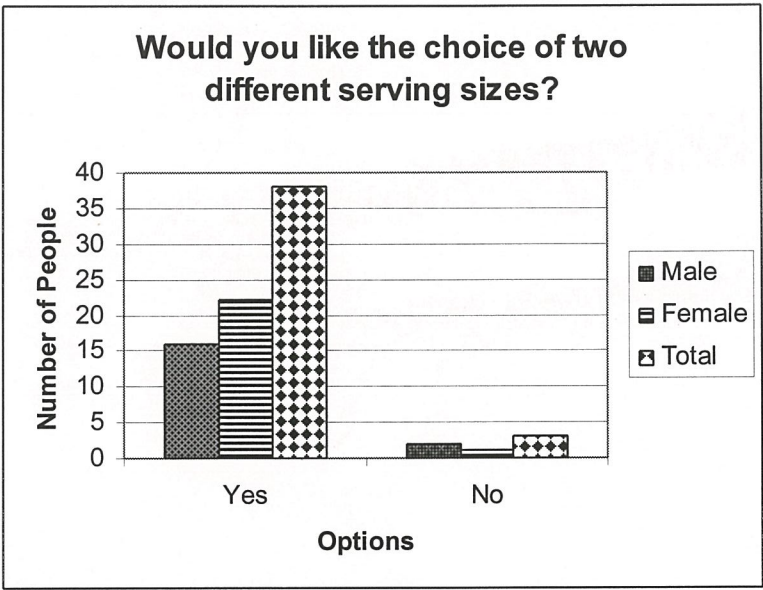
Female

Thank you for taking part in our survey. Have a nice day.  
Annika, Katie, Laura, Rose.

# Graphs







Mean - \$1.77, Median - \$1.50, Mode - \$1.50

## Graph explanations-

1. Do you like mousse?

This graph shows that 35 out of the 41 students liked mousse. More females liked mousse than males, and of the small percentage that did not like mousse 2/3 of these were males.

2. What flavour mousse do you like?

The most desired flavour of mousse was chocolate with a total of 28 votes. Both males and females had the same amount of votes for caramel flavoured mousse, but the graph showed that only males like other flavours (strawberry & banana.)

3. What toppings are you willing to pay?

The most popular toppings were chocolate sauce and chocolate sprinkles. However chocolate sauce was the most popular with 16 votes. Cream was the most unpopular choice of topping gaining only 5 votes in total.

4. Would you like the choice of two serving sizes?

38 of the 41 students would prefer the choice of two different sized servings. Only 3 out of the total 41 pupils don't want two choices of serving sizes.

5. How much are you willing to pay?

The graph shows that only 4 students were willing to pay \$2.50. The price that people were most willing to pay was \$1.50, gaining 23 votes in total. However \$2.00 was also a popular vote with 14 students prepared to pay that price for a cup of mousse.

## Tally charts-

Do you like mousse?

Do you like mousse?	Frequency
Yes	35
No	6

What is your favourite flavour?

Favourite flavour.	Frequency
Chocolate	28
Caramel	8
Strawberry	3
Other: Banana	2

Do you like toppings on you mousse? If yes what would you prefer?

Favourite toppings	Frequency
Cream	5
Chocolate sauce	16
Chocolate sprinkles	14
Hundreds and thousands	6

Would you like the choice of two different serving sizes?

Would you like two serving sizes?	Frequency
Yes	38
No	3



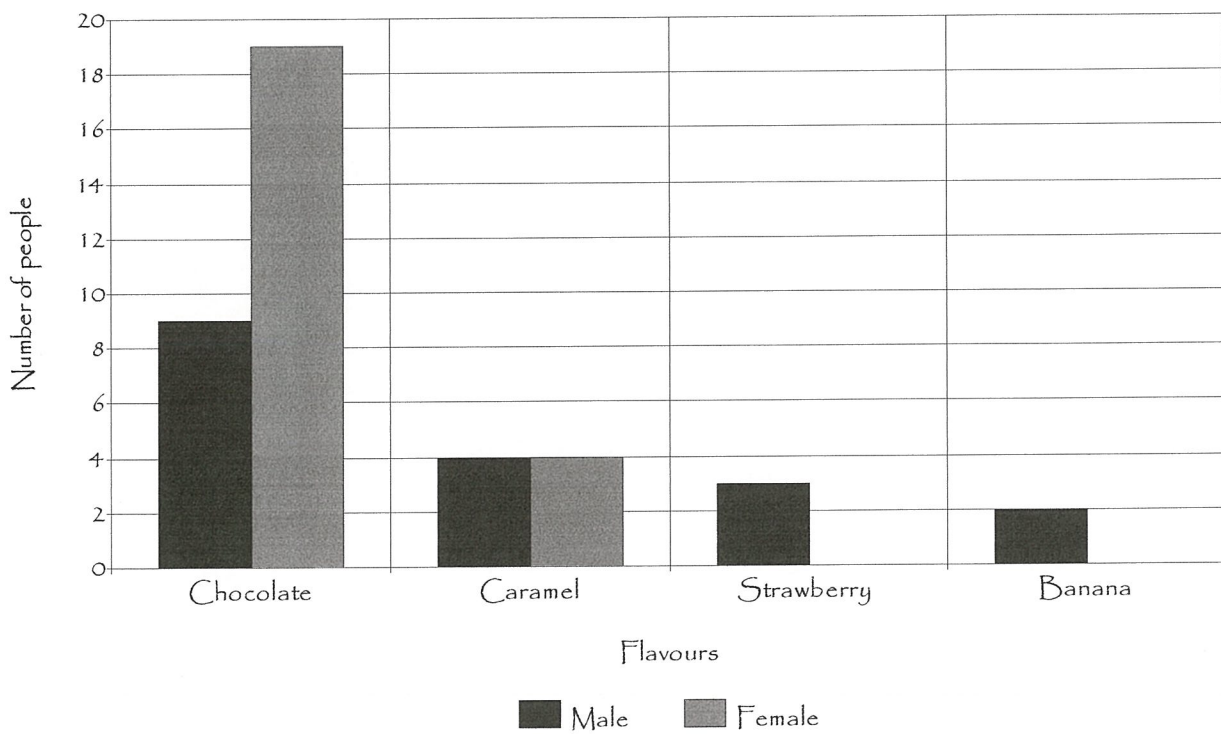
How much are you willing to pay at the trade fair for a cup of mousse?

How much will you pay?	Frequency
\$1.50	23
\$2.00	14
\$2.50	4

## Cross tabulation-

Foods	Males	Females
Chocolate	9	19
Caramel	4	4
Strawberry	3	0
Banana	2	0

What flavour mousse do you like?



## Analysis-

From our survey we found that the most popular flavoured mousse was chocolate, this was followed by caramel.

The price that the students were most willing to pay for a cup of mousse was \$1.50 gaining a total of 23 votes. Following with 9 less votes was \$2.00.

We also found that the toppings that people wanted most of all were chocolate sauce and chocolate sprinkles.

We surveyed in total 41 students. 44% of these were males, and 56% of these students were females.

## Conclusion-

We concluded that we are going to sell chocolate flavoured mousse at the trade fair. For the mousse toppings we are having two choices. One of those choices is chocolate sauce, or else they will have an option to have chocolate sprinkles on their mousse.

We decided to sell the mousse for \$1.50 per cup. We also are having another size option, which is larger. We have not yet come up with a price for the larger size of mousse, but we will decide on a reasonable price later on.

We think that if we sell the mousse for \$1.50 it is cheap enough for people to want to buy it, but will also make us profit.