

FOR THE FIRST TIME HANDCRAFTED CHOCO REVOLUTION
.PRESENTING YOU REVOLUTIONARY COOKIES WITH SIX
DIFFERENT FLAVORS AFFORDABLE FRESHLY BAKED
WITH LOVE AND YOU WILL INDULGE IN TO A JOURNEY OF
HAPPINESS



Millennial Millet based cookie



Dropping
new Flavors
every week

Millennials Cookie Price Survey

Cookies and Chocolates are everyone's delight. For the first time we are launching millets based cookie concept with brand new flavors dropping every single week which is new in this region. This venture is centered around making memories over food, creating indelible experience. All cookies are handcrafted in our cookie bakery. We are offering a box of 6 cookies of different flavor. Currently we are offering Cranberry Pistachio, Cinnamon Hazelnut, Dark Chocolate Sea Salt, Strawberry White Chocolate, Date palm jaggery, Irish Coffee flavors. You can order online through Instagram's and Facebook.

1 At what price is the product unaffordable?

2 At what price is the product a good bargain?

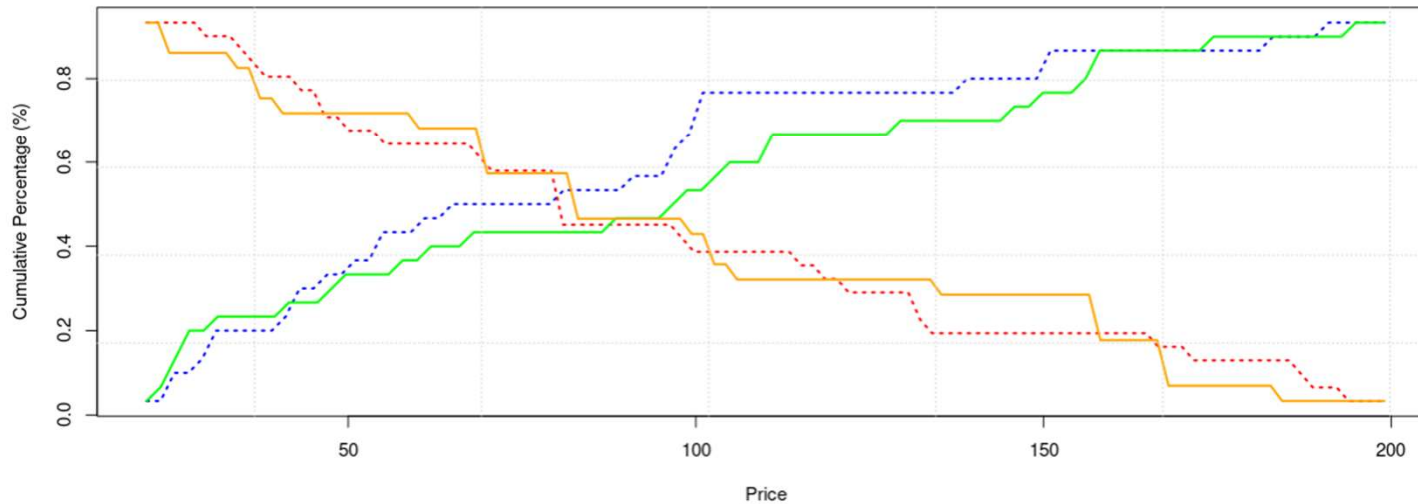
3 At what price will you buy the product for its quality even if it's not a bargain?

4 At what price is the product too cheap that you start doubting its quality?

Survey.Number	Too.Cheap	Bargain	Worth.it	Too.Exp
Millennials Cookie S1	50	80	200	30
Millennials Cookie S2	50	80	200	30
Millennials Cookie S3	5	30	90	25
Millennials Cookie S4	30	30	35	25
Millennials Cookie S5	30	70	30	20
Millennials Cookie S6	29	50	29	200
Millennials Cookie S7	24	28	28	100
Millennials Cookie S8	20	25	25	100
Millennials Cookie S9	NA	20	150	100
Millennials Cookie S10	60	100	100	200
Millennials Cookie S11	20	120	50	40
Millennials Cookie S12	20	35	45	150
Millennials Cookie S13	10	15	60	80
Millennials Cookie S14	40	72	53	50
Millennials Cookie S15	11	44	27	183
Millennials Cookie S16	24	103	158	191
Millennials Cookie S17	47	50	131	138
Millennials Cookie S18	55	81	106	61
Millennials Cookie S19	47	61	174	99
Millennials Cookie S20	24	112	113	150
Millennials Cookie S21	31	74	98	65
Millennials Cookie S22	17	50	112	96
Millennials Cookie S23	60	32	158	28
Millennials Cookie S24	47	23	195	54
Millennials Cookie S25	5	43	71	42
Millennials Cookie S26	50	24	30	42
Millennials Cookie S27	10	50	147	97
Millennials Cookie S28	9	60	156	47
Millennials Cookie S29	6	113	65	55
Millennials Cookie S30	6	116	105	91

Findings And Conclusion

Van Westendorp's Price Sensitivity Meter Plot



PMC: point of marginal cheapness is the intersection of green and orange curve = 79

PME: point of marginal expensiveness is the intersection of blue and red curve = 88.

Acceptable price is between 79 - 88