

Proposal: To make and sell luxury biscuits.

Aim of research: To work out a price for my product.

Research:

Company	Product	Price
Harrods	 <p>Luxury cookies- souvenir cookie tin.</p>	<p>£9.50 for 200g £4.25 for 100g</p>
Border	 <p>Luxury Biscuits</p>	<p>£3.09 for 400g 77p for 100g</p>
Island Bakery – Partner of Waitrose	 <p>Luxury Biscuits</p>	<p>£3.49 for 150g £1.33 for 100g</p>
Fortnum & Mason	 <p>High end luxury biscuits with souvenir tin</p>	<p>£21.95 for 700g £3.13 for 100g</p>

Godiva	 <p>High end luxury biscuits</p>	<p>£12 for 178g £6.74 for 100g</p>
Fox's	 <p>Low end luxury business</p>	<p>£4.55 for 300g £1.52 for 100g</p>
McVities		<p>£5.86 per 300g £1.95 per 100g</p>

Conclusion

There are a big selection of luxury biscuits available on the market. From the ones I found the prices start from 77p per 100g to £6.74 per 100g. Making the range £5.97

Median Price per 100g

77p, £1.33, £1.52, £1.95, £3.13, £4.25, £6.74

Average Price per 100g

$$(0.77 + 1.33 + 1.52 + 1.95 + 3.13 + 4.25 + 6.74) \div 7 = £2.81$$

Typically the higher priced biscuits come with special tins which can be reused. I plan to use cardboard. Considering this and the pricing information I have collected I plan to charge between £1.50 and £2.50 per 100g for my biscuits.