

Question 25 (6 marks)

- (a) Why is it necessary to produce a prototype during the development of a food product? 2

Developing a prototype is necessary to ensure the market research has been done successfully to consumer likes and demands.

- (b) How can food product prototypes be tested? 4

Food prototypes can be tested in two ways:
A sensory test which involves a small focus group coming in and tasting the product. Out of this the market can get an estimated number of whether or not the consumers like the product.
A random survey asking consumers what they would like to get out of the product or what they'd prefer is another way to test the product.
Both of these ways are effective in testing a prototype.