

Internal and External Factors that Influence Food Product Development

1. Explain the difference between internal and external factors that affect Food Product Development.
2. List TWO examples of how strengths in personnel expertise can affect product development.
3. What is ONE of the challenges many companies face when they want to expand their product range.
4. Discuss how positioning of a product on the super market shelf is related to company image.
5. List the personnel that may be involved in a food company.
6. In the following scenarios, name the external factors affecting new food product development.
 - a) Cassy decides it's not the right time to develop and export her kiwifruit wine because the Australian dollar has just risen in value against the US dollar.
 - b) In response to consumer demands, Bill has developed a frozen meat pie specifically for reheating in a microwave oven, and he will sell the pies in his small cake shop.
 - c) Ho Chi is taking advantage of the trend towards buying foods from local regions to reduce the effects of food production on the environment. He opens up a food store selling only food produced locally.
7. Draw the table below in your exercise book. Identify and explain TWO advantages and TWO disadvantages of technology in food product development. Use cause and effect language.

Advantages	Disadvantages

8. Using the internet, research an example of a business in the food industry that has tried to ensure its practices are more environmentally friendly. Explain the practices they have implemented.