Feasibility Study: The Best Chewy Chocolate Brand Name Granola Bar Available at the Denton Wal-Mart.

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# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>5</td>
</tr>
<tr>
<td>Methods for Evaluating the Options</td>
<td>7</td>
</tr>
<tr>
<td>The Cost Per Bar</td>
<td>7</td>
</tr>
<tr>
<td>The Calories Per Bar</td>
<td>7</td>
</tr>
<tr>
<td>The Taste of Each Bar</td>
<td>8</td>
</tr>
<tr>
<td>The Popularity Test</td>
<td>8</td>
</tr>
<tr>
<td>Results of Test</td>
<td>9</td>
</tr>
<tr>
<td>Conclusion</td>
<td>13</td>
</tr>
<tr>
<td>Recommendations</td>
<td>15</td>
</tr>
<tr>
<td>Appendix</td>
<td>17</td>
</tr>
</tbody>
</table>
Introduction

Chewy chocolate brand-name granola bars are a great tasting and healthy snack. The purpose of our feasibility study is to determine which bar offers the consumer with the most satisfaction.

We have dedicated this feasibility study to college students of Denton, Texas. We decided to purchase the granola bars at Wal-Mart because it is economical and convenient. The three options of chewy chocolate brand-name granola bars available at the Denton Wal-Mart are:

- Quaker Chewy Chocolate Chip Granola Bar
- Kashi TLC Cherry Dark Chocolate Granola Bar
- Fiber One Oats & Chocolate Granola Bar

During this feasibility analysis, we will test four different criterion to determine the best option. The four criterion for our feasibility study are:

- Cost per bar
- Number of calories per bar
- Taste of each bar
- Overall popularity of each bar

We will prove the cost of the bar by following a cost per bar formula. We will prove the number of calories by comparing calorie information. We then will prove the taste and overall popularity of each bar by conducting a survey.

We will examine these options in detail and recommend the best option at the end of this feasibility study.
Methods for Evaluating Each Option

To support our recommendations, we evaluated the feasibility of each option using the following criteria:

- cost per bar
- number of calories per bar
- taste of each bar
- overall popularity of each bar

The Cost Per Bar

To determine the cost per bar, we plugged the price we paid for each box at Wal-Mart and the number of bars in each box into the following formula:

\[
\text{cost per bar} = \frac{\text{total cost of the box}}{\text{number of bars}}
\]

We rated the price per bar on five point scale shown in Figure 1.

$0.80-1.0 \quad 0.60-0.79 \quad 0.40-0.59 \quad 0.20-0.39 \quad 0.19-0.0$

1  2  3  4  5

Figure 1: 5 Point Scale for Price

The Number of Calories Per Bar

To find out the number of calories per bar, we looked at the nutritional facts panel printed on each box. We can locate the calorie content for each bar near the top of the panel, (see Fig. 2).
We ranked the granola bars on the three point scale shown in Figure 3.

![Figure 3: 3 Point Scale for the Number of Calories](image1)

**The Taste of Each Bar**

To determine the taste of each bar, we created a survey that asks each participant to measure the quality of the chocolate (see Fig. 4) and the chewiness (see Fig. 5) of the bars. We scored each criterion on a scale of one through five, refer to the Appendix for complete survey. This portion of the survey focused on taste. Even though these bars are in the same category, all three have a unique taste.

![Figure 4: 5 Point Scale for Quality of Chocolate](image2)

![Figure 5: 5 Point Scale for Chewiness](image3)

**The Overall Popularity of Each Bar**

To determine the overall favorite granola bar, we included a ranking system on the survey we provided to the taste test participants, refer to the Appendix for the complete survey. The participants had to put the granola bars in order of the worst (choice one) to the best (choice three) granola bar (see Fig. 6).

![Figure 6: 3 Point Scale for Popularity](image4)
Results of Test

After conducting the taste test and determining the cost and calorie count, we compiled all the information and compared the granola bars based on the criterion. We have outlined the results in the following sections.

The Cost Per Bar

To determine the cost per chocolate chewy granola bar from Quaker, Fiber One, and Kashi, we divided the total cost of the box by the number of bars it contained. Figure 7 shows the final results for the cost comparison.

![Figure 7: Cost Comparison](image)

The Calories Per Bar

We determined the number of calories per bar by looking at the nutritional facts panel on each box. Figure 8 shows the results for the calorie comparison.
The Taste of Each Bar

To determine the taste of each bar based on the quality of chocolate and chewiness, we conducted a taste test using a survey. The survey contained the following questions:

1. How would you rate the quality of the chocolate in the bar, 1 being bland and 5 being flavorful?

2. How would you rate the chewiness of the bar, 1 being hard to chew and 5 being easy to chew?

The average answer of each question gave a total score from each survey, and the average total score from each survey gave us the overall score for the granola bars. Figure 9 illustrates the results of the taste test.
The Overall Popularity

To determine the popularity of each bar, we asked the taste test participants to rank the granola bars with one being the worst and three being the best. Figure 10 shows the average rank of each granola bar.

Figure 10: Popularity

The Overall Results

Once we gathered the results, we found that Quaker ranked highest in cost and calories and Fiber One ranked highest in popularity; all three granola bars tied in the taste section. Quaker Chewy Chocolate Granola Bars was the best option based on our criterion. Figure 11 illustrates the complete results.

<table>
<thead>
<tr>
<th>Options</th>
<th>Cost</th>
<th>Calories</th>
<th>Taste</th>
<th>Popularity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quaker Chewy Chocolate Chip Granola Bar</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Kashi TLC Cherry Dark Chocolate Granola Bar</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Fiber One Oats &amp; Chocolate Granola Bar</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>3</td>
<td>10</td>
</tr>
</tbody>
</table>

Figure 11: Overall Results
Conclusion

After conducting the survey and analyzing the results, we came up with these conclusions:

- Quaker Chewy Chocolate Chip Granola Bars were the cheapest with a cost of just 23 cents per bar and had the least amount of calories with only 100.
- Fiber One Oats & Chocolate Granola Bars beat out Quaker by one vote to be the most popular.
- All three bars tied in the taste category with an average of three out of five.
- Quaker Chewy Chocolate Chip Granola Bars were the overall best with a total of 12 points out of a possible 18 points.

This feasibility study has proven that Quaker Chewy Chocolate Chip Granola Bars are the best option of chocolate chewy brand-name granola bars at the Denton Wal-Mart which will be good news for Denton’s many college students.
Recommendation

Based on the results from our survey, we recommend Quaker Chewy Chocolate Chip Granola Bars as the best option college students can find at the Denton, Wal-Mart. Even though all three options show to have a great taste, Quaker bars are the cheapest and had the least amount of calories. So if you are looking for a great tasting and healthy snack, Quaker Chewy Chocolate Chip Granola Bars are your best option.
Feasibility Study: Best Name Brand Chewy Chocolate Granola Bars Available at Wal-Mart in Denton, Texas

Survey
1. How would you rate the quality of the chocolate in the bar, 1 being bland and 5 being flavorful?
   A  1  2  3  4  5
   B  1  2  3  4  5
   C  1  2  3  4  5

2. How would you rate the chewiness of the bar, 1 being hard to chew and 5 being easy to chew?
   A  1  2  3  4  5
   B  1  2  3  4  5
   C  1  2  3  4  5

3. Rank the granola bars, 1 being the worst and 3 being the best.
   A  1  2  3
   B  1  2  3
   C  1  2  3

Note: In the taste test A was Quaker, B was Kashi, and C was Fiber One.