

Easter Egg Task!



Your task is to design a new crazy chocolate **Easter egg**. This needs to be as innovative and detailed as possible.

Can you?

1. Produce a detailed labelled diagram of the front and back of your egg. You can draw a cross section diagram in order to show the inside of the egg. Please include an explanation of all the ingredients that are to be used and record the actual size of the final product. There are blank egg outlines on Twinkl if you need them.
2. Write an exciting letter to a manufacturer persuading them to make your product? Why will the public want to buy this? Why is it different to any existing product? What persuasive language can you use?
3. Design and/or create packaging for your Easter egg. You could use the tools on Purple Mash '2Design and Make'. Create a suitable net for your egg. How will you make the packaging appealing to the buyer? What information needs to be included?
4. Produce an advertisement of your product. This could be a visual poster, a drama sketch or an audio advertisement.
5. Develop a cost plan for your Easter egg. Look at a supermarket website for a rough idea of how much each ingredient costs. Estimate how much money it would cost to make one egg and how much to make 10, 100, 1000? How much are going to sell each item for? Will you give people a discount if they buy in bulk? What profit will you make if you sell 1, 10, 100 or 1000 eggs?

Good luck and have fun!