

The Best of Vanilla Ice Cream



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Executive Summary

The topic of this feasibility study is over the best vanilla ice cream based on a price range of \$1.00 – \$2.10 and a 1-pint size of ice cream. The three ice cream pints we are comparing are Blue Bell, Kroger Deluxe, and Private Selection. Our audience is the students at University of North Texas.

Our methods of evaluation included a taste test and a comparison of calorie count, sugar, fat, and price. The Kroger Deluxe was the rated the best and the Private Selection was the worst. We recommend the Kroger Deluxe.

Introduction to The Best of Vanilla Ice Cream

We have three options. Our options are Blue Bell, Kroger Deluxe, and Private Selection. We are going to test on several criteria including price, calories, fat, sugar, and taste. As we are all University of North Texas students, we are qualified to write to the students of the University of North Texas.

Methods of Evaluation

Options

We will use ice cream available at Kroger #493 on Wednesday, 12/5/2012 at 4:00PM within the price range of \$1.00/pint—\$2.10/pint.

- Blue Bell
- Kroger Deluxe
- Private Selection

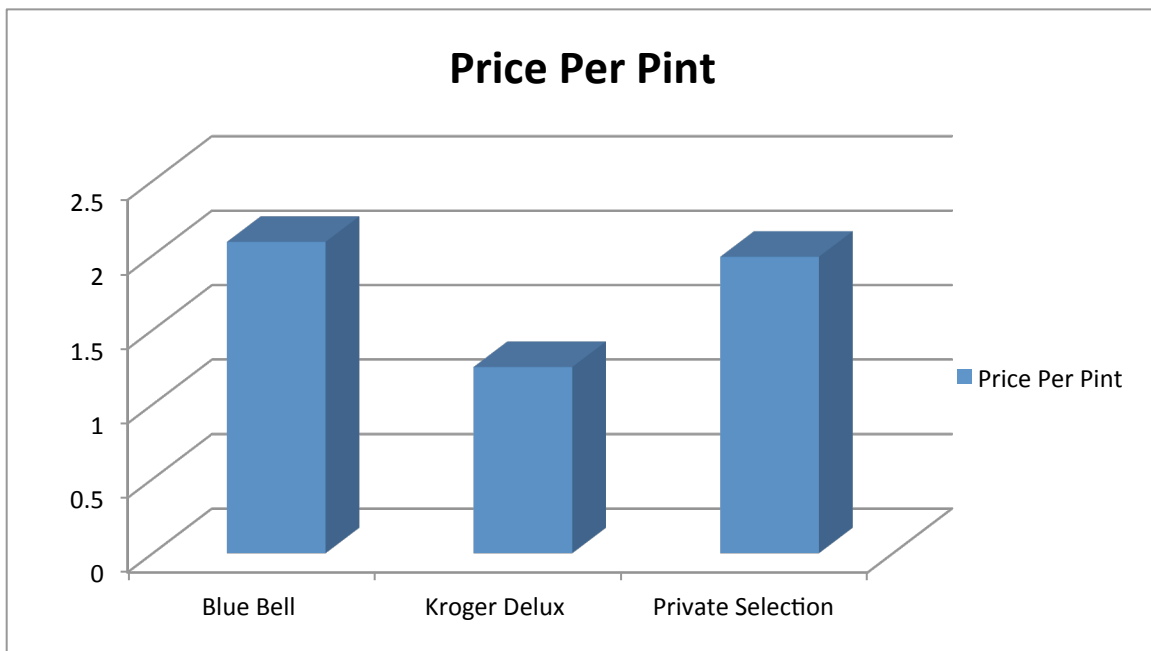
Criteria

- Price:
 - We will measure the price by recording how much of each pint costs by brand.
 - We chose this criterion because customers determine the value of purchases by weighing the cost of the product.
- Calories per serving:
 - We will measure the calories per serving by recording the calories per serving as it is listed under the nutritional information.
 - Calories are important to people because some customers are health conscious and want to make sure one serving of ice cream won't ruin their calorie count.
- Total fat per serving:
 - We will measure the total fat per serving by recording the fat (in grams) per serving as it is listed under the nutritional information.

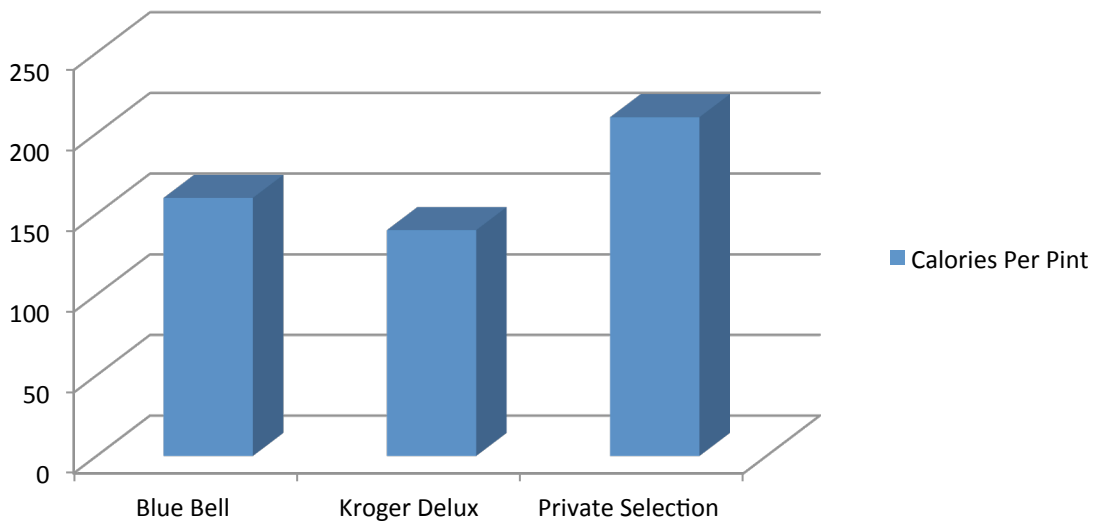
- Total fat is an important criterion to people because some customers are health conscious and want to make sure that one serving of ice cream won't ruin their fat count.
- Sugar per serving:
 - We will measure the sugar per serving by recording the sugar (in grams) per serving as it is listed under the nutritional information.
 - Sugar is an important criterion to people because some customers are health conscious and want to make sure one serving of ice cream won't ruin their sugar count.
- Taste:
 - We will measure the taste by averaging the rating (1-4) each team member gives for any given brand. The taste rating system breaks down as follows:
 - 4 = Great: Tasted great/no complaints
 - 3 = Good: Pleasant/enjoyable
 - 2 = Fair: Acceptable
 - 1 = Poor: Unpleasant/would not try again
 - Taste is an important criterion because ice cream is a treat, not something essential to survival. Therefore people eat it for the taste.

Results of the Study

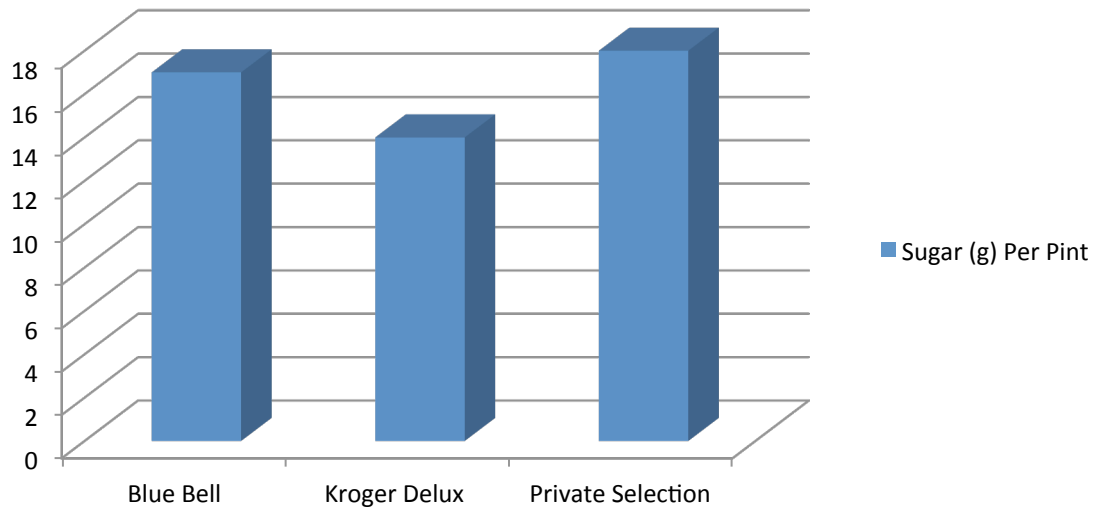
In grading the vanilla ice cream our team chose to use the price, calories, fat, and taste to measure the overall rating. The ice cream with the best rating is Kroger Deluxe. The ice cream with the worst rating is Private Selection.



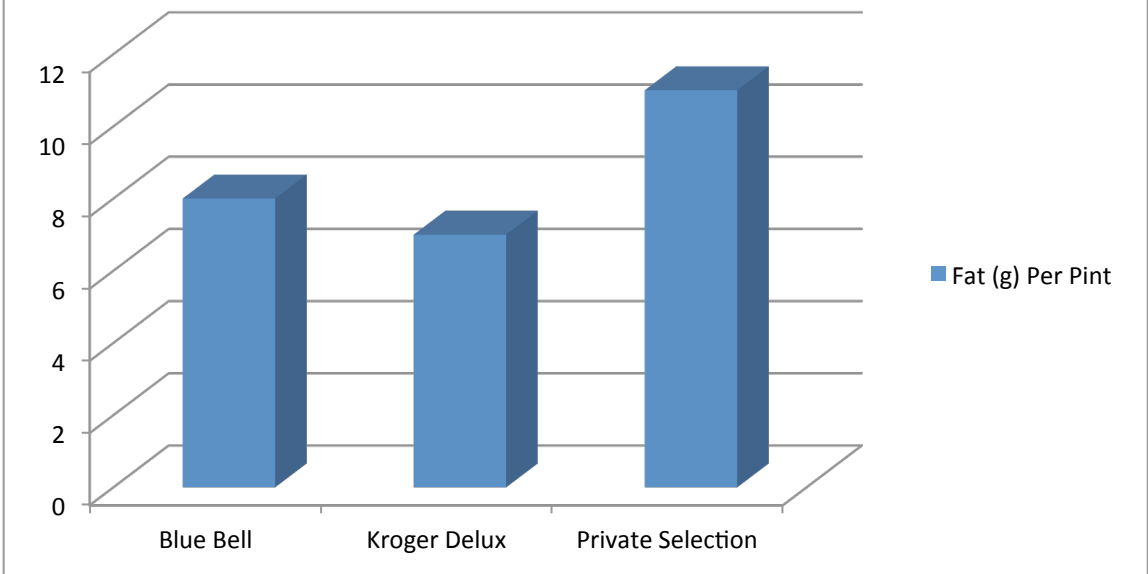
Calories Per Pint



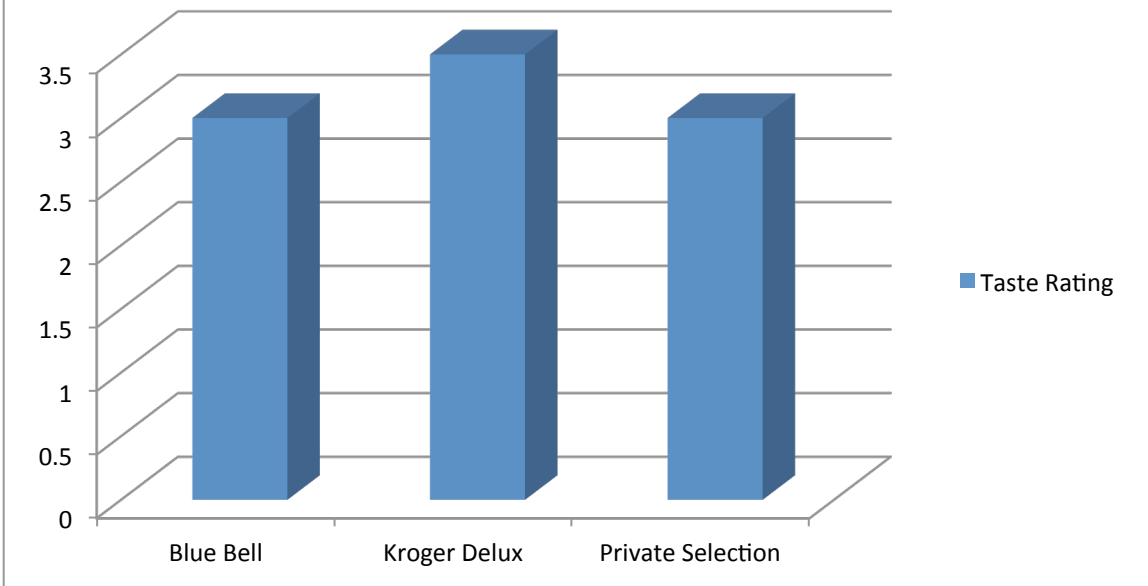
Sugar (g) Per Pint



Fat (g) Per Pint



Taste Rating



Conclusion to The Best of Vanilla Ice Cream

The price of the types of ice cream varies by \$0.89. Kroger Deluxe is the cheapest brand compared to the other two brands. Kroger Deluxe is the best choice for students when it comes to price.

The calorie amount of the types of ice cream varies by 50 calories. Kroger Deluxe has the fewest calories compared to the other two brands. Kroger Deluxe is the best choice for students when it comes to calories.

The fat content of the types of ice cream varies by 3 grams. Kroger Deluxe has the fewest grams compared to the other two brands. Kroger Deluxe is the best choice for students when it comes to fat.

The sugar amount of the types of ice cream varies by 4 grams. Kroger Deluxe has the fewest grams compared to the other two brands. Kroger Deluxe is the best choice for students when it comes to sugar.

The taste of the types of ice cream varies by 0.5 points on a 4-point scale. Kroger Deluxe has the highest average compared to the other two brands. Kroger Deluxe is the best choice for students when it comes to taste.

Our Recommendation

We recommend Kroger Deluxe vanilla ice cream.