Introduction

Over the next several months, M&R Frozen Foods will be developing a food product targeted toward middle school students. The marketing analysis and survey results discussed within this report provide information as to what our customers want out of a new lunch food product. The competitive analysis presents an overview of the foods being marketed by our closest competitors. Finally, the opportunities section provides a brief overview of the type of product that M&R Frozen Foods should be producing based upon the findings in this report.