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Executive Summary

Research Objective



Our objective as a group was to conduct research for T-Rex Cookies to see if there is a market for owner to sell frozen cookie dough through their website and offer shipment and delivery of the product

Statement of Method

We began our research by using secondary research that showed that frozen cookie dough was popular in St. Paul and especially popular among families with children in the household.

We used this information to build a focus group that included members who would fit into this target segment of cookie dough sales.

From our findings in our focus group we were able to build a questionnaire that asked the specific questions we needed to conclude whether or not online cookie dough sales would be profitable for T-Rex Cookies.

Our survey respondents were primarily St. Thomas students or students from other local universities.

Summary of Key Results



We noticed
that it is
important for
T-Rex Cookies
to understand
the social
media in which
their customer
uses

We found
correlation
between
current
customers and
what social
media they use

This could be a
key way in
which T-Rex
Cookies could
market to new
consumers

Conclusion and Recommendation

With over 90% of respondents living off campus...



How it all Began...

A group of Marketing students at UST reached out to local business, T-Rex Cookies

Owner, Tina Rexing, gave us a list of possible things to research for her business



So...

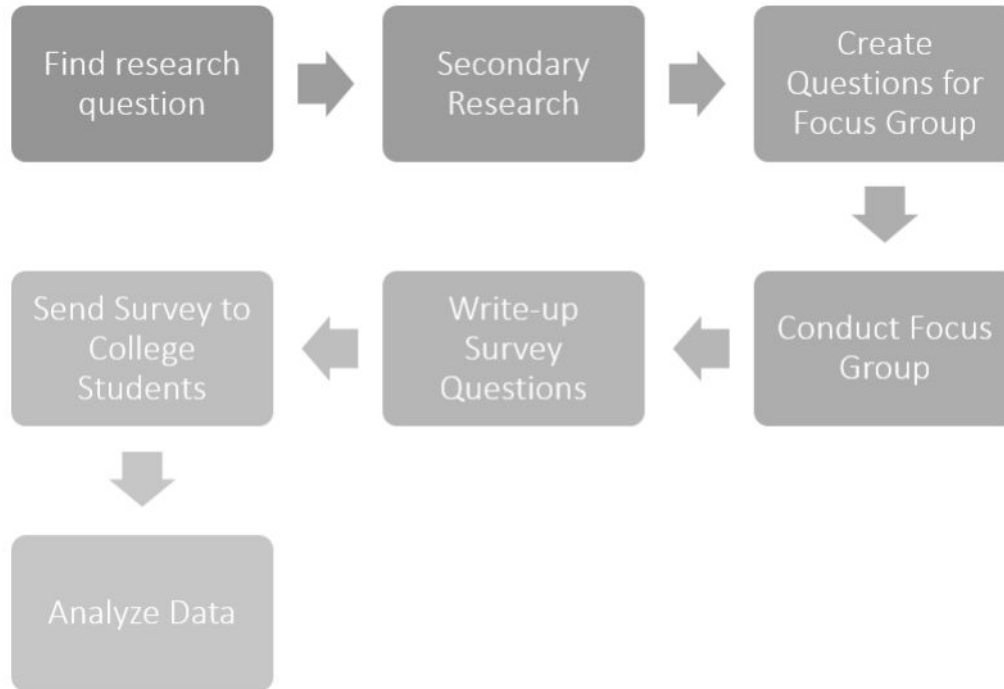
We decided to focus on the possibility of T-Rex Cookies entering the frozen cookie dough market

Then...

We spent the entire semester conducting research for the company

Our Procedure

Procedure



Secondary Data

Research Question: Would it be beneficial for T-Rex Cookies to start to sell frozen cookie dough online?

Frozen Dough products are very popular among St. Paul residents

Frozen Cake & Pastry market expected to grow over next 5 years

The baked goods and frozen foods are bought online by 26%-31%

Substantial amount of cookie dough sales each year

Families with children are likely to purchase frozen dough

Primary Data

Focus Group

Goal: To make meaningful conversation with our focus group participants

Types of Questions asked:

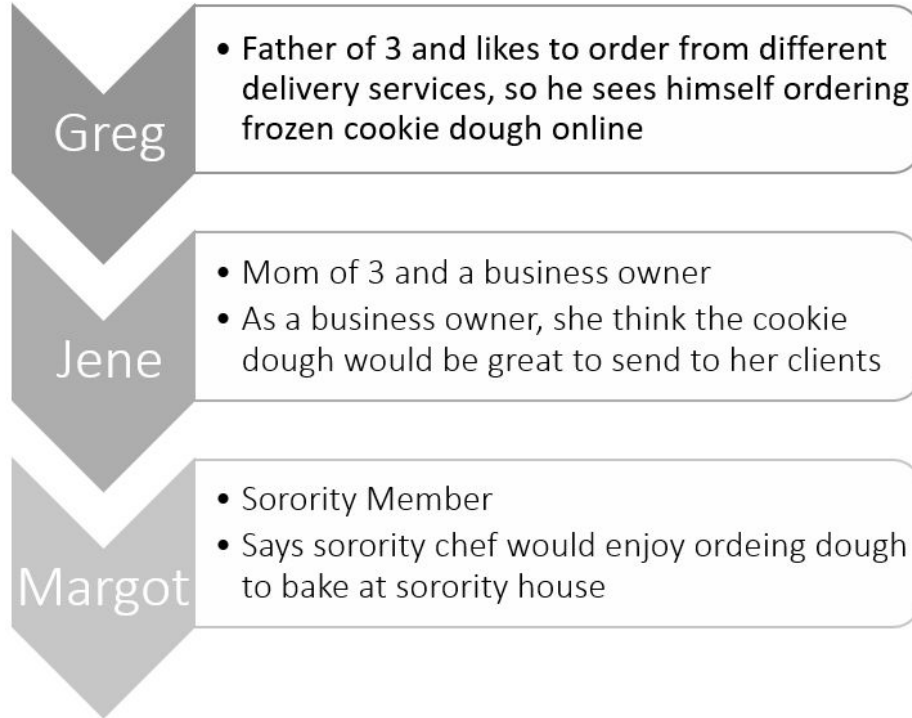
How often do
you bake?

What is your
ideal baking
scenario?

Do you purchase
frozen cookie
dough?

Have you
ordered dessert
products online?

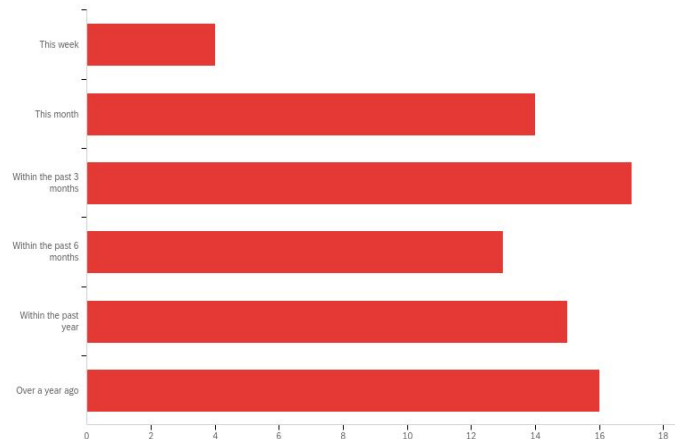
Some Focus Group Members and their Responses



Survey Results

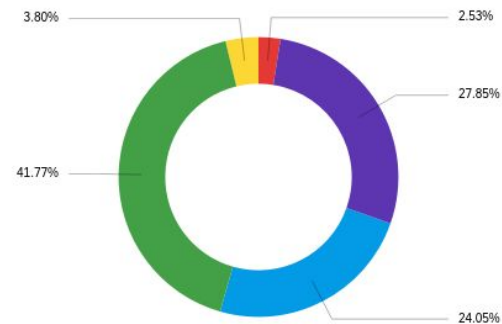
When was the last time you bought frozen cookie dough?

- This graph shows the last time our respondents bought frozen cookie dough and how recent it was



When baking how likely are you to choose cookies as the item to bake?

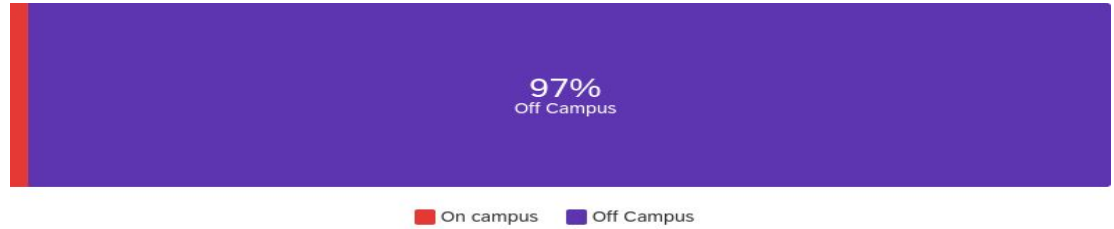
- Respondents who reported that if they are to bake at home, they would choose cookies "Most of the Time"



Never Sometimes About half the time Most of the time Always

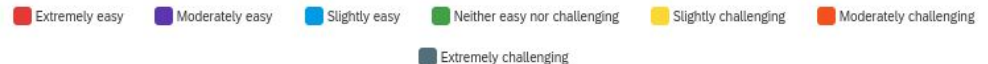
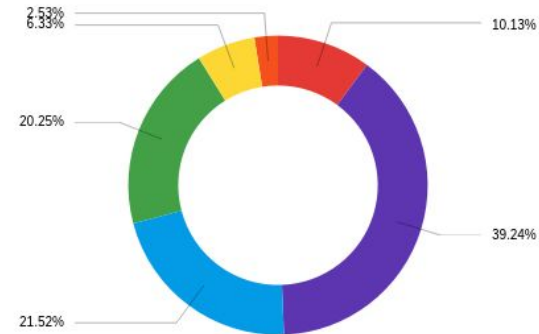
Do you live on campus or off campus?

- Respondents who live on campus or off



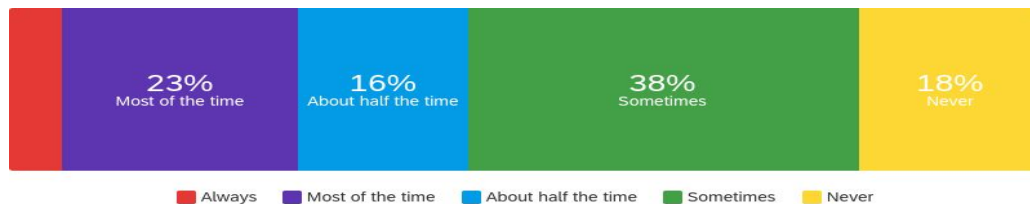
When baking, how easy do you want the process to be

- Respondents that prefer there baking process to have levels of ease



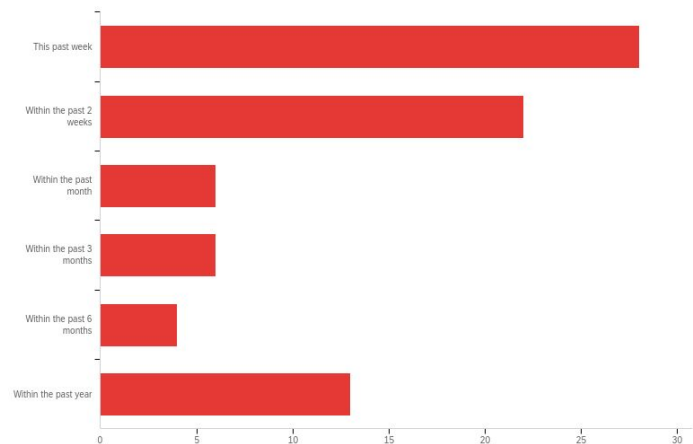
When buying cookies, how often do you buy premade dough?

- This graph shows how often respondents purchase premade cookies



When was the last time you have ordered a food product online for delivery?

- This graph shows how recently respondents have ordered food online for delivery



Limitations



CORONAVIRUS (COVID-19)

The pandemic limited our group to holding focus groups in person

We had difficulty finding people to survey since we couldn't meet face to face with anyone, so we ended up surveying college students online as it was a group we had access to

Difficulty reaching target market as the company had a sudden shift in priorities, such as figuring out what to do with excess inventory while they remained closed

Data Collection

We were limited to online feedback and data collections through our primary data search.

Our research predominantly comes from primary data that we retrieved through our focus group and questionnaire.

References

SimplyAnalytics

IBIS Worldwide
Database

Statista

Mintel

Conclusion

Our findings determined that among college students there isn't a strong enough interest to begin selling cookie dough online

Many of our respondents reported to purchasing cookie dough and using online delivery services

The frequency in which they purchased cookie dough was very sporadic and didn't seem to offer a strong enough correlation to justify offering online cookie dough sales to this market

College students would not be a good target market if T-Rex decided to sell their cookie dough online.

Recommendations

We noticed from our data
that there isn't a strong
enough interest amongst
college students themselves

We would recommend that T-
Rex Cookies expanded a
questionnaire to their target
audience of families if they
were to further pursue selling
frozen cookie dough online

Questionnaire

Q1 When baking at home, how likely are you to choose cookies as the item to bake?

Q2 When was the last time you bought a cookie

Q3 When was the last time you bought frozen cookie dough?

Q4 When baking, how easy do you want the process to be?

Q5 When buying cookies, how often do you buy pre made cookies

Q6 When buying cookies, how often do you buy pre made cookie dough?

Q7 If you had frozen cookie dough in your freezer, would you be likely to eat it?

Q8 When was the last time you have ordered a food product online for delivery?

Q9 Have you ever heard of T-Rex cookies(A unique small business cookie shop located in Eagan, MN)?

Q10 What is your opinion about online food orders and deliveries?

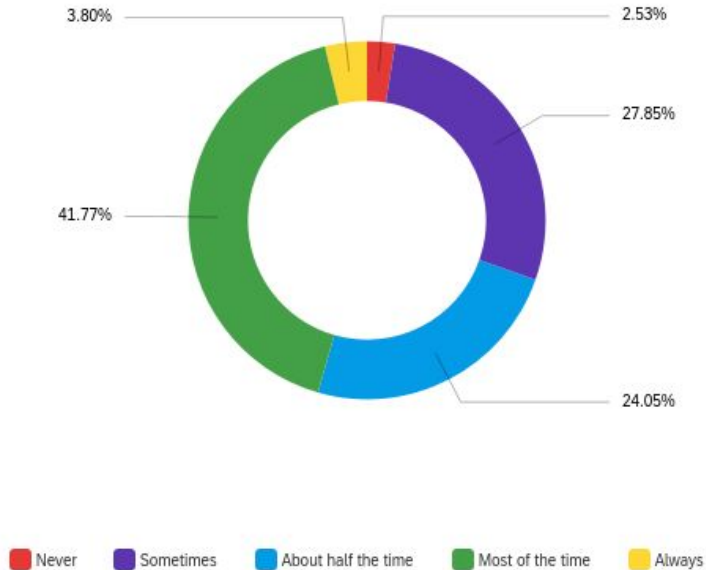
Q11 When purchasing products, how much money would you be willing to spend for the convenience and speed of delivery?

Q12 What social medias do you use regularly? Check all at apply.

Q13 Do you live on campus or off campus?

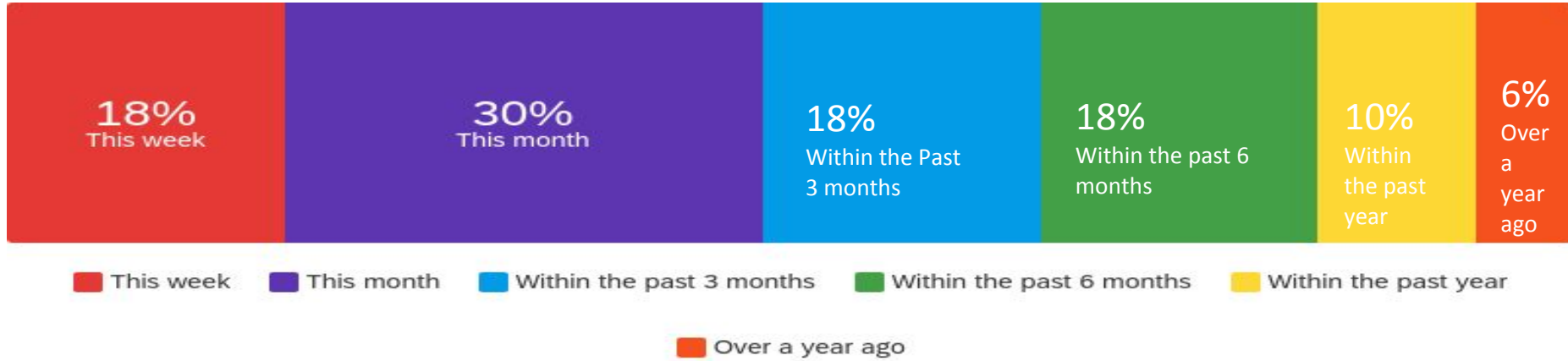
Analysis

Q1 - When baking at home, how likely are you to choose cookies as the item to bake?



#	Field	Mean	Std Deviation	Variance	Count
1	Frequency	3.16	0.96	0.92	79

Q2 - When was the last time you bought a cookie

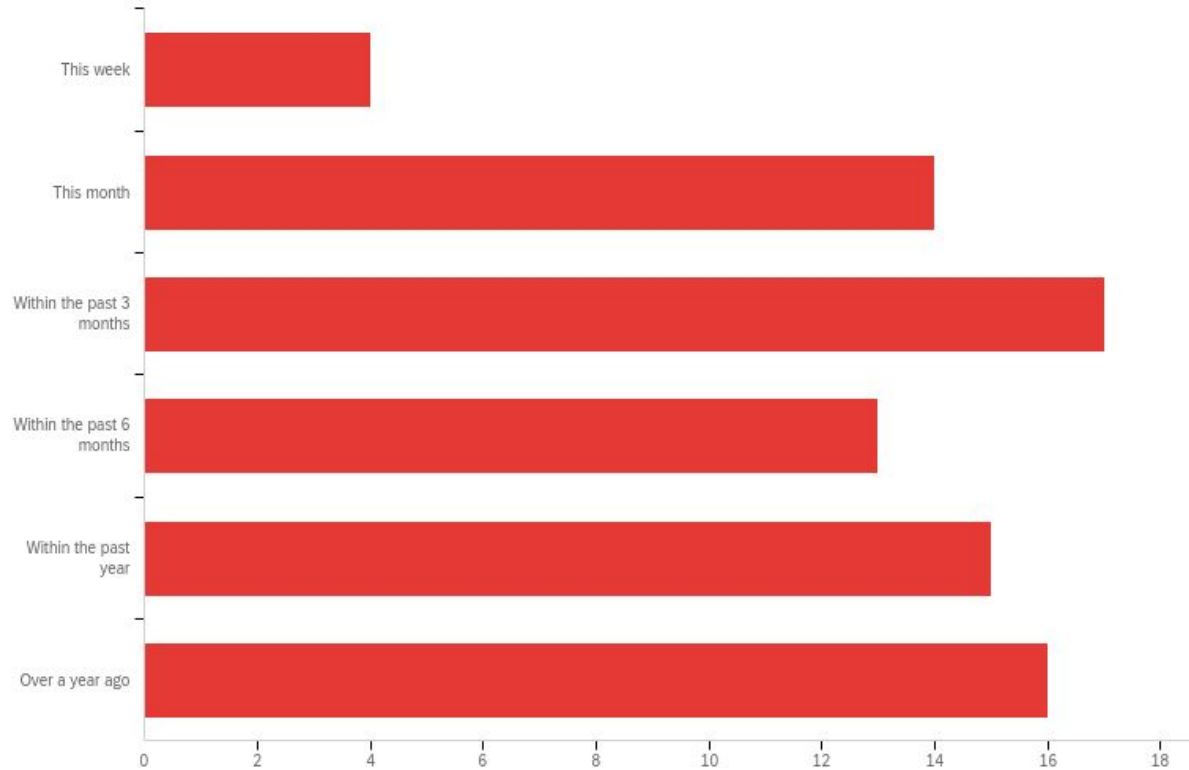


#	Field	Mean	Std Deviation	Variance	Count
1	Last time bought	2.91	1.47	2.16	79

Q2 - When was the last time you bought a cookie

#	Answer	%	Count
1	This week	17.72%	14
2	This month	30.38%	24
3	Within the past 3 months	17.72%	14
4	Within the past 6 months	17.72%	14
5	Within the past year	10.13%	8
6	Over a year ago	6.33%	5
	Total	100%	79

Q3 - When was the last time you bought frozen cookie dough?



Q3 - When was the last time you bought frozen cookie dough?

#	Answer	%	Count
1	This week	5.06%	4
2	This month	17.72%	14
3	Within the past 3 months	21.52%	17
4	Within the past 6 months	16.46%	13
5	Within the past year	18.99%	15
6	Over a year ago	20.25%	16
	Total	100%	79

#	Field	Mean	Std Deviation	Variance
1	Last time bought	3.87	1.54	2.36

Is there a possible market for cookie dough to become a novelty treat?

Q3 and Q7 will be used to see if there is a correlation, which will answer this question

When was the last time you bought frozen cookie dough? - Last time bought * If you had frozen cookie dough in your freezer, would you be likely to eat it? - Likelihood to eat frozen dough Crosstabulation

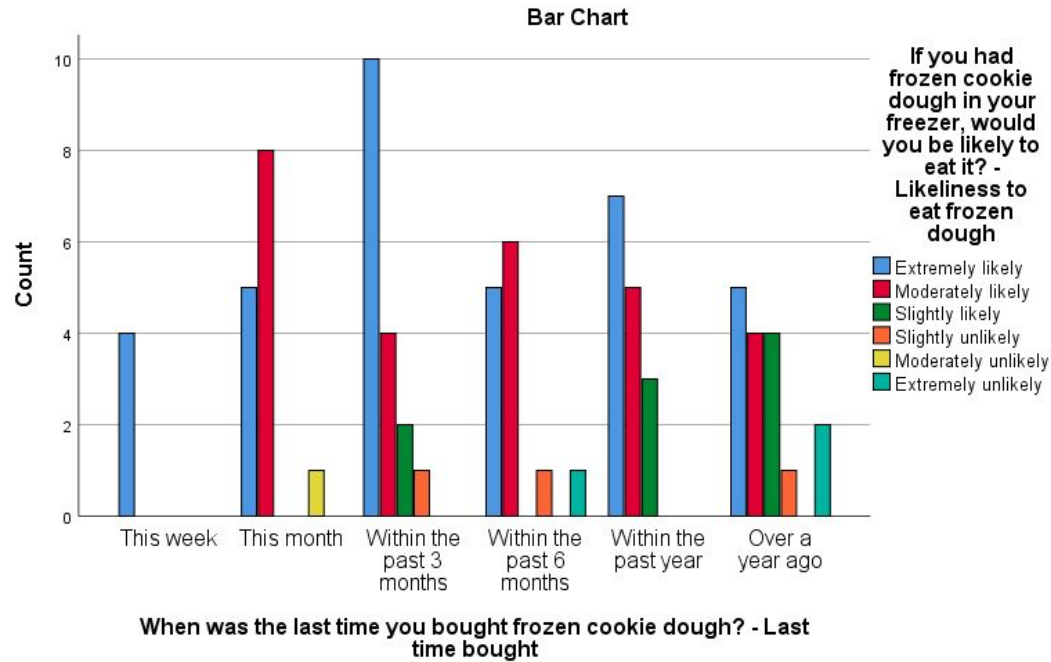
Count

		If you had frozen cookie dough in your freezer, would you be likely to eat it? - Likelihood to eat frozen dough						Total
		Extremely likely	Moderately likely	Slightly likely	Slightly unlikely	Moderately unlikely	Extremely unlikely	
When was the last time you bought frozen cookie dough? - Last time bought	This week	4	0	0	0	0	0	4
	This month	5	8	0	0	1	0	14
	Within the past 3 months	10	4	2	1	0	0	17
	Within the past 6 months	5	6	0	1	0	1	13
	Within the past year	7	5	3	0	0	0	15
	Over a year ago	5	4	4	1	0	2	16
Total		36	27	9	3	1	3	79

Chi-Square Tests

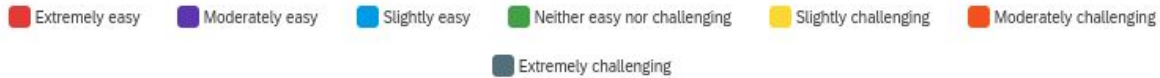
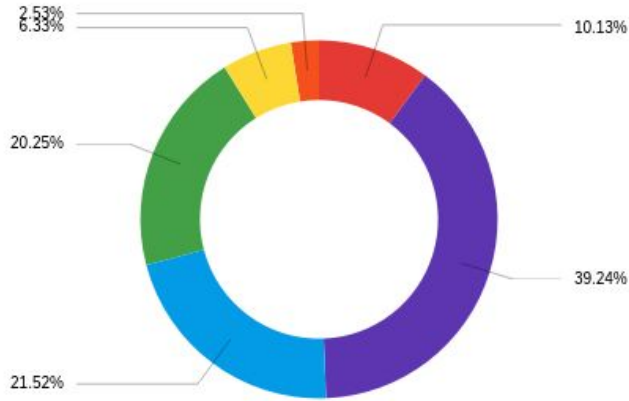
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.039 ^a	25	.262
Likelihood Ratio	32.627	25	.141
Linear-by-Linear Association	3.923	1	.048
N of Valid Cases	79		

a. 28 cells (77.8%) have expected count less than 5. The minimum expected count is .05.



After looking at the chart and chi-square tests, there seems to be a good correlation between the frequency of buying cookies and the likelihood to eat frozen cookie dough if bought

Q4 - When baking, how easy do you want the process to be?

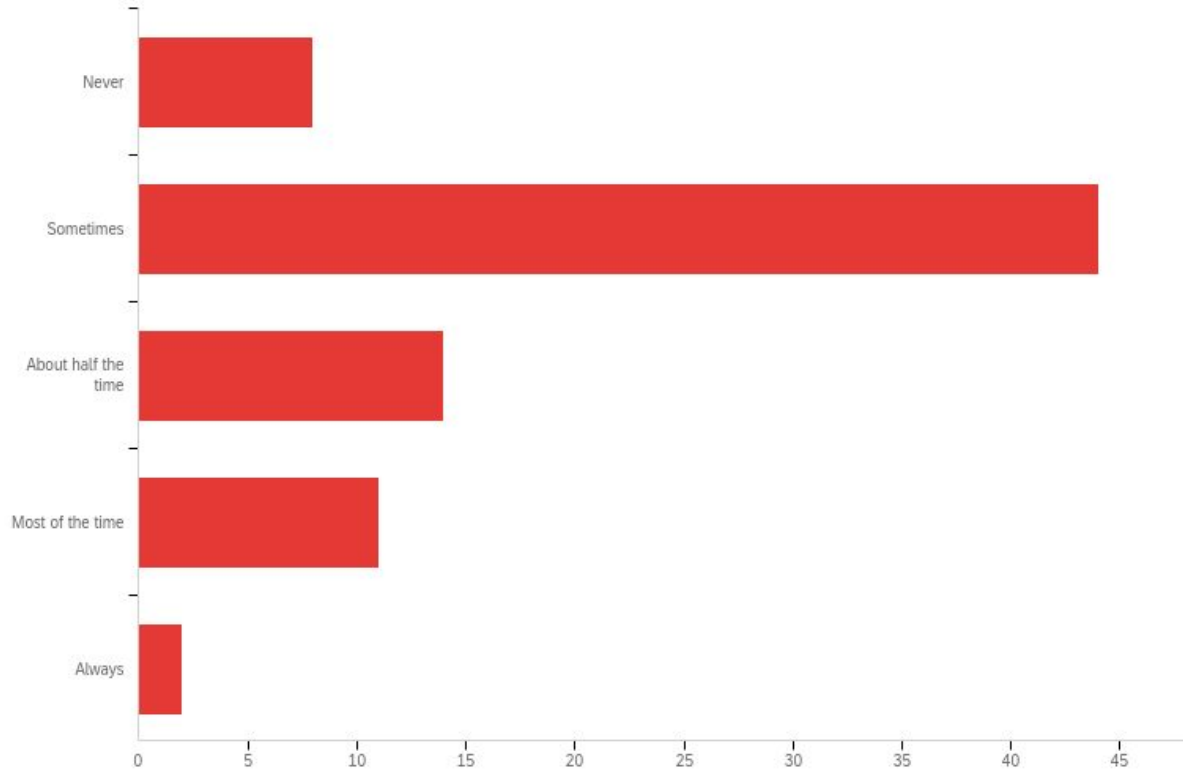


Q4 - When baking, how easy do you want the process to be?

#	Field	Mean	Std Deviation	Variance
1	Preference of baking process	2.81	1.20	1.44

#	Answer	%	Count
1	Extremely easy	10.13%	8
2	Moderately easy	39.24%	31
3	Slightly easy	21.52%	17
4	Neither easy nor challenging	20.25%	16
5	Slightly challenging	6.33%	5
6	Moderately challenging	2.53%	2
7	Extremely challenging	0.00%	0
	Total	100%	79

Q5 - When buying cookies, how often do you buy premade cookies

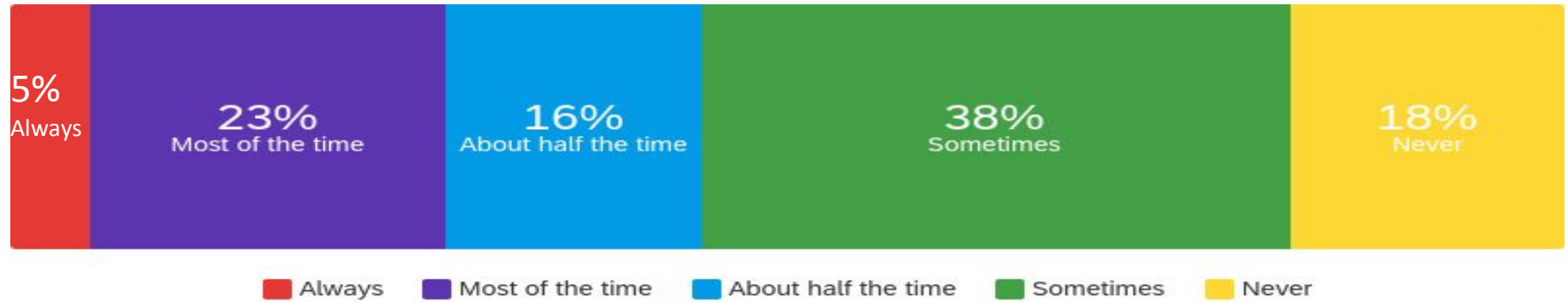


Q5 - When buying cookies, how often do you buy premade cookies

#	Answer	%	Count
1	Never	10.13%	8
2	Sometimes	55.70%	44
3	About half the time	17.72%	14
4	Most of the time	13.92%	11
5	Always	2.53%	2
	Total	100%	79

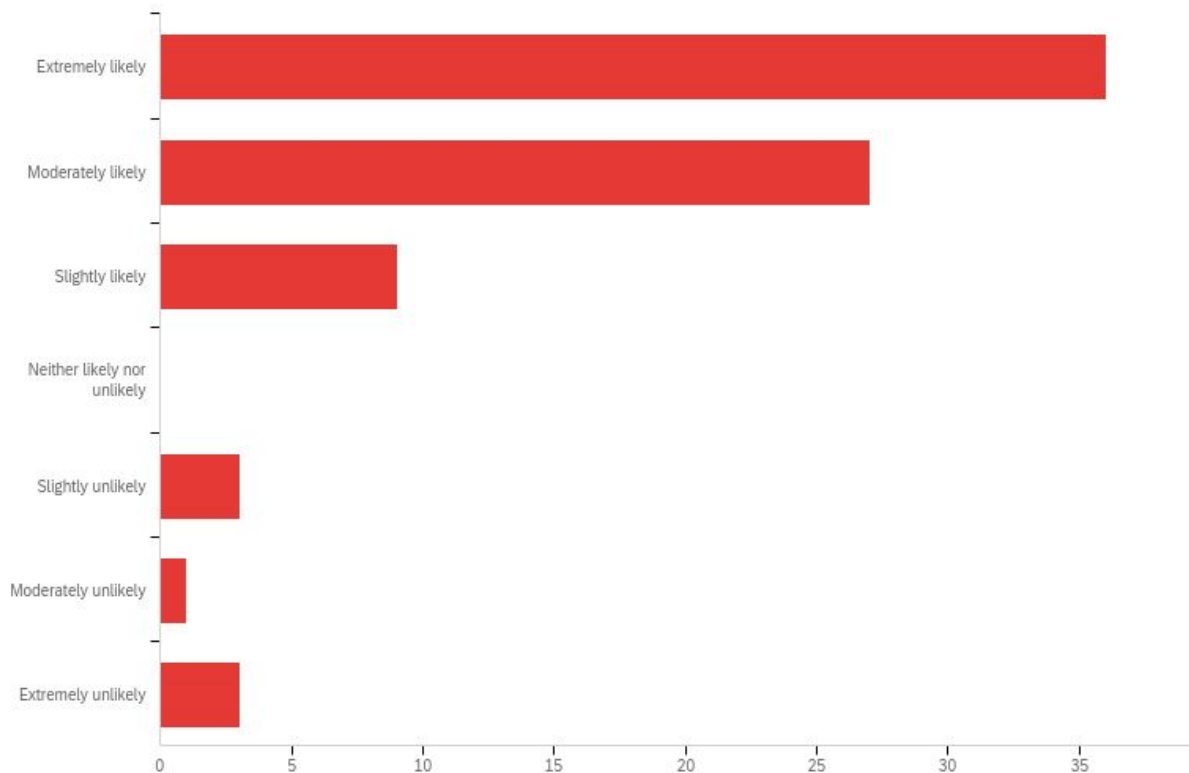
#	Field	Mean	Std Deviation	Variance
1	Frequency	2.43	0.94	0.88

Q6 - When buying cookies, how often do you buy premade cookie dough?



#	Field	Mean	Std Deviation	Variance	Count
1	Frequency	3.41	1.16	1.35	79

Q7 - If you had frozen cookie dough in your freezer, would you be likely to eat it?

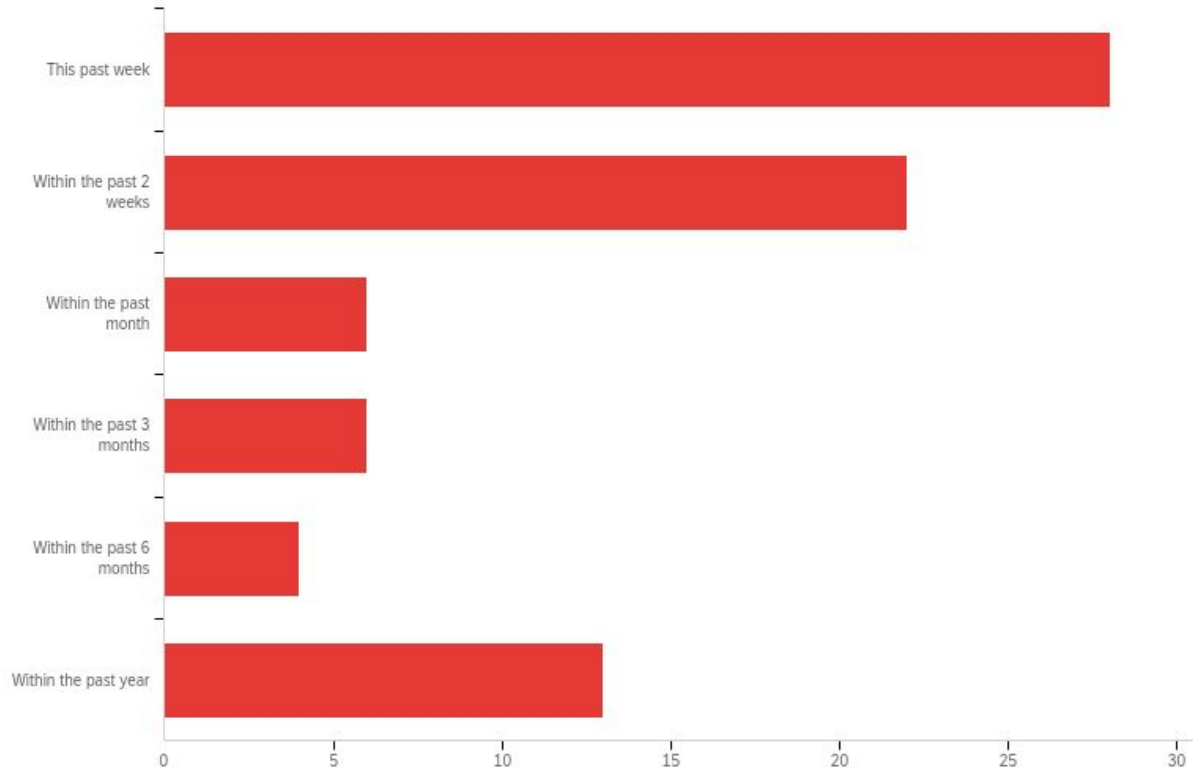


Q7 - If you had frozen cookie dough in your freezer, would you be likely to eat it?

#	Field	Mean	Std Deviation	Variance
1	Likeliness to eat frozen dough	2.01	1.44	2.06

#	Answer	%	Count
1	Extremely likely	45.57%	36
2	Moderately likely	34.18%	27
3	Slightly likely	11.39%	9
4	Neither likely nor unlikely	0.00%	0
5	Slightly unlikely	3.80%	3
6	Moderately unlikely	1.27%	1
7	Extremely unlikely	3.80%	3
	Total	100%	79

Q8 - When was the last time you have ordered a food product online for delivery?

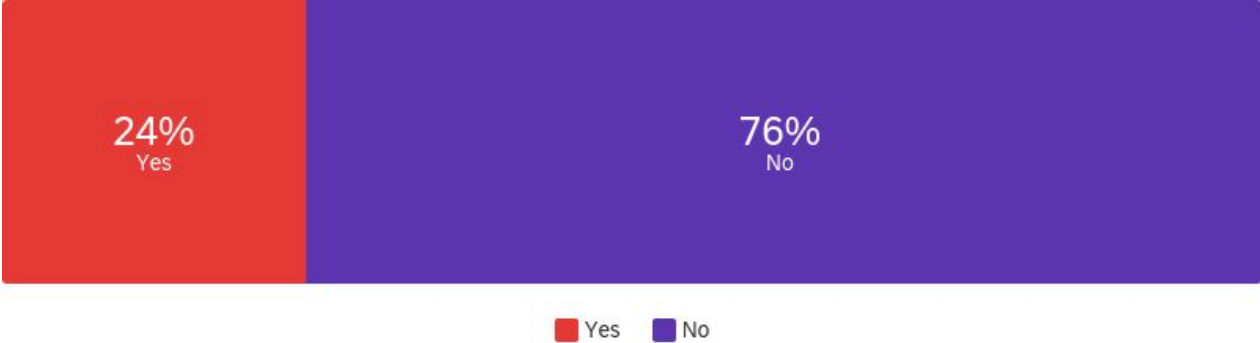


Q8 - When was the last time you have ordered a food product online for delivery?

#	Field	Mean	Std Deviation	Variance
1	Last time you've had food delivered	2.68	1.83	3.36

#	Answer	%	Count
1	This past week	35.44%	28
2	Within the past 2 weeks	27.85%	22
3	Within the past month	7.59%	6
4	Within the past 3 months	7.59%	6
5	Within the past 6 months	5.06%	4
6	Within the past year	16.46%	13
	Total	100%	79

Q9 - Have you ever heard of T-Rex cookies(A unique small business cookie shop located in Eagan, MN)?



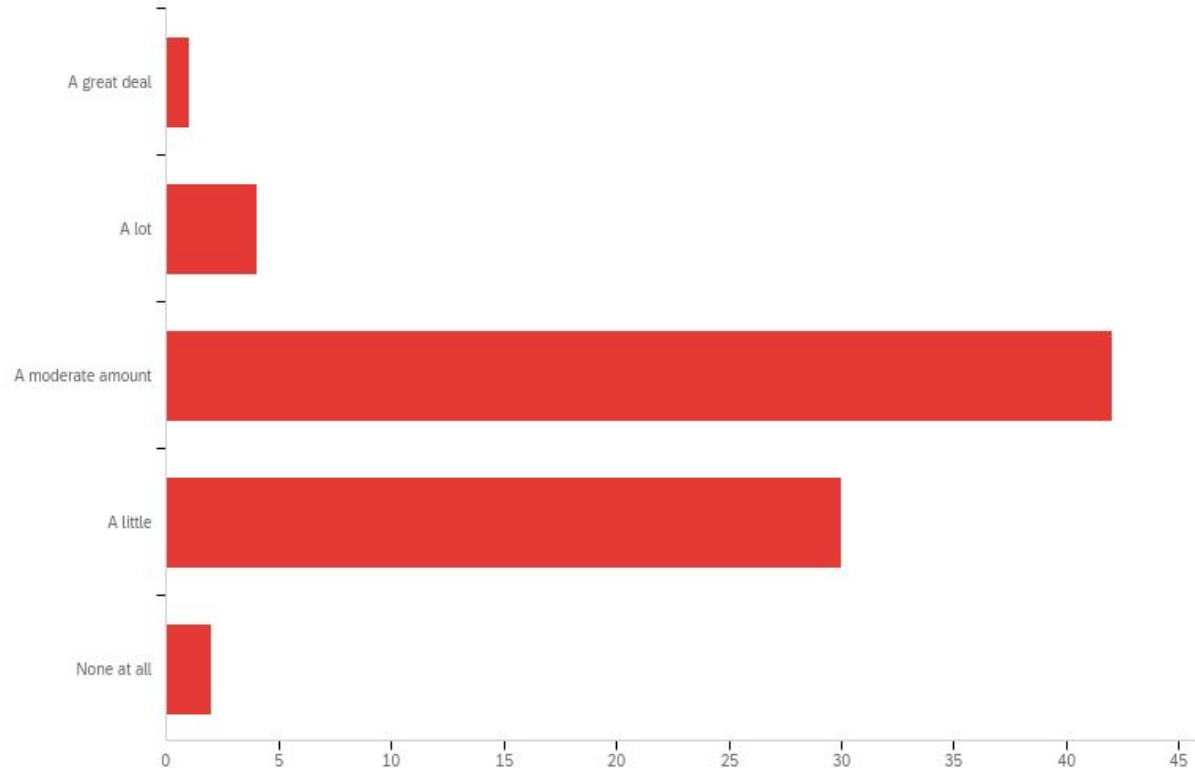
#	Field	Mean	Std Deviation	Variance	Count
1	Have you ever heard of T-Rex cookies?	1.76	0.43	0.18	79

Q10 - What is your opinion about online food orders and deliveries?

#	Field	Mean	Std Deviation	Variance
1	Online orders and deliveries	2.09	1.16	1.35

#	Answer	%	Count
1	Like a great deal	36.71%	29
2	Like a moderate amount	35.44%	28
3	Like a little	17.72%	14
4	Neither like nor dislike	3.80%	3
5	Dislike a little	5.06%	4
6	Dislike a moderate amount	1.27%	1
7	Dislike a great deal	0.00%	0
	Total	100%	79

Q11 - When purchasing products, how much money would you be willing to spend for the convenience and speed of delivery?



Q11 - When purchasing products, how much money would you be willing to spend for the convenience and speed of delivery?

#	Field	Mean	Std Deviation	Variance
1	Money spent for convenience of delivery	3.35	0.68	0.46

#	Answer	%	Count
1	A great deal	1.27%	1
2	A lot	5.06%	4
3	A moderate amount	53.16%	42
4	A little	37.97%	30
5	None at all	2.53%	2
	Total	100%	79

Are consumers willing to pay more for delivery if they have a positive opinion on this service?

Q10 and Q11 will be used to see if there is a correlation which could answer this question

What is your opinion about online food orders and deliveries? - Online orders and deliveries * When purchasing products, how much money would you be willing to spend for the convenience and speed of delivery? - Money spent for convenience of delivery Crosstabulation

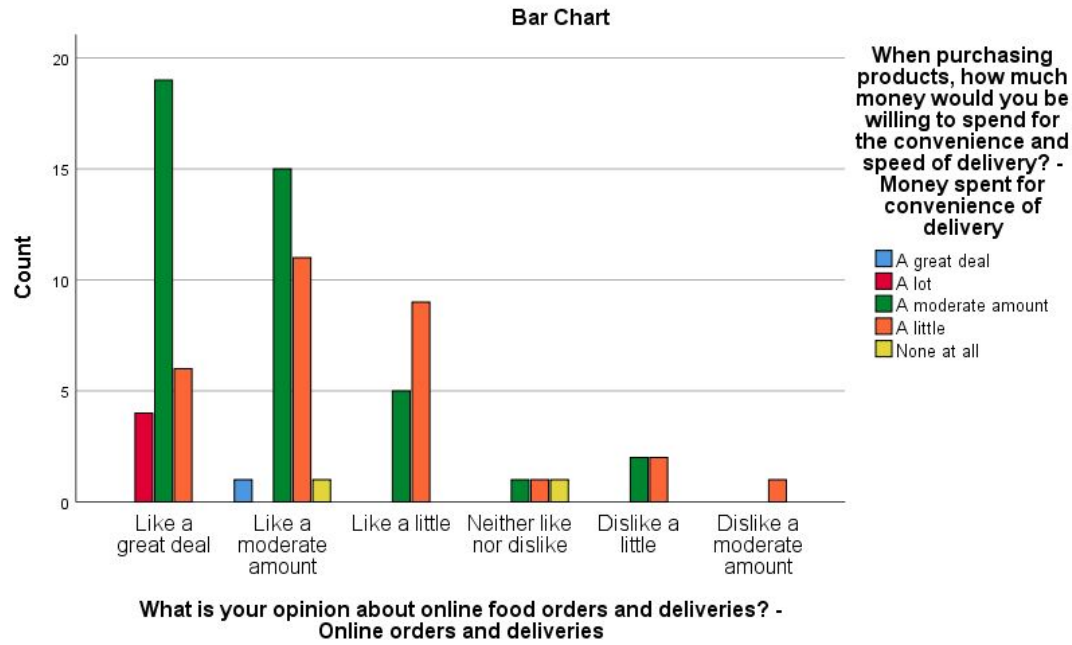
Count

		When purchasing products, how much money would you be willing to spend for the convenience and speed of delivery? - Money spent for convenience of delivery					
		A great deal	A lot	A moderate amount	A little	None at all	Total
What is your opinion about online food orders and deliveries? - Online orders and deliveries	Like a great deal	0	4	19	6	0	29
	Like a moderate amount	1	0	15	11	1	28
	Like a little	0	0	5	9	0	14
	Neither like nor dislike	0	0	1	1	1	3
	Dislike a little	0	0	2	2	0	4
	Dislike a moderate amount	0	0	0	1	0	1
Total		1	4	42	30	2	79

Chi-Square Tests

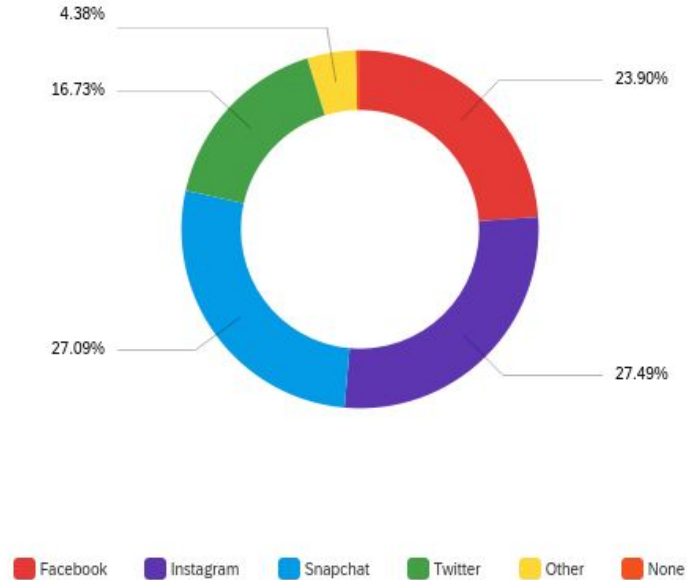
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.720 ^a	20	.075
Likelihood Ratio	24.656	20	.215
Linear-by-Linear Association	8.557	1	.003
N of Valid Cases	79		

a. 24 cells (80.0%) have expected count less than 5. The minimum expected count is .01.



Based on the results, the chi-square test, and the graph, there is a significant difference in willingness to spend money on delivery based on their opinion of delivery as seen above in the graph.

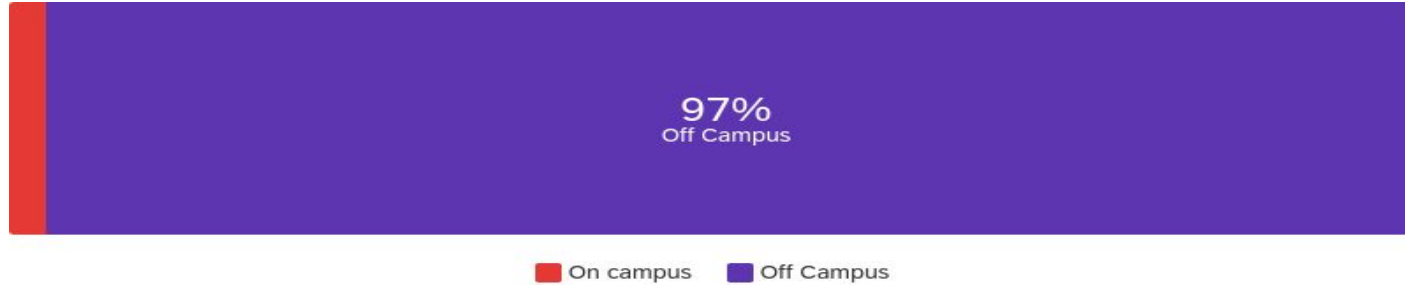
Q12 - What social medias do you use regularly? Check all at apply.



Q12 - What social medias do you use regularly? Check all at apply.

#	Answer	%	Count
1	Facebook	23.90%	60
2	Instagram	27.49%	69
3	Snapchat	27.09%	68
4	Twitter	16.73%	42
5	Other	4.38%	11
6	None	0.40%	1
	Total	100%	251

Q13 - Do you live on campus or off campus?



#	Field	Mean	Std Deviation	Variance	Count
1	Do you live on campus or off campus?	2.95	0.31	0.10	79