

Chocolate Chip Cookies Feasibility Report



4/19/2013

Chocolate Chip Cookies Feasibility Report

Josephine Sinamano
Kaleigh Yamaguchi
Kiera Burrell
Ashley Miller

Table of Contents

Introduction.....	3
Methods	4
Results	5
Conclusion	7

Introduction

The purpose of this report is to analyze three brands of refrigerated chocolate chip cookie dough to see which one is the best option to purchase. Refrigerated cookie dough provides a convenient way to bake fresh cookies without having to buy extra ingredients, take time to mix the dough, and wash numerous dishes. For college students, who usually have time and monetary limitations, this is a useful product. However, there are many brands of refrigerated cookie dough in a typical supermarket and trying to choose one product can be difficult. Therefore, we selected three brands of preformed, refrigerated cookie dough to test in order to see which product is the best value. The three brands we chose were: Great Value (WalMart's brand), Nestle, and Pillsbury. The criteria we used to judge the overall quality were:

- price per package
- baking time
- nutritional value

Nine college students were randomly selected to taste the cookies. They rated them based on:

- the most chocolate chips
- the hardest texture
- the softest texture
- the most pleasing texture
- the overall taste

Methods

Our group conducted a study to evaluate which type of baked chocolate chip cookie is the best to buy based on the following criteria: price, cooking time, and nutrition. Three group members baked three different brands: Great Value, Nestle, and Pillsbury. Then, we performed a blind study with UNT students to test our cookies based on the criteria.

We walk around surveying nine different UNT students in the Auditorium building. We performed a blind study on the nine students; each received one Great Value cookie, one Nestle cookie, and one Pillsbury cookie, labeled A, B, and C respectively. We asked the students which of the three criteria they preferred; most students chose price. Then, we conducted a survey on the overall taste. Each student answered which cookie contained the most chocolate chips, whether or not each cookie was soft or hard, and what cookie was their favorite. The students' responses were recorded and then entered into a graph.

Results

Survey on 3 cookie brands

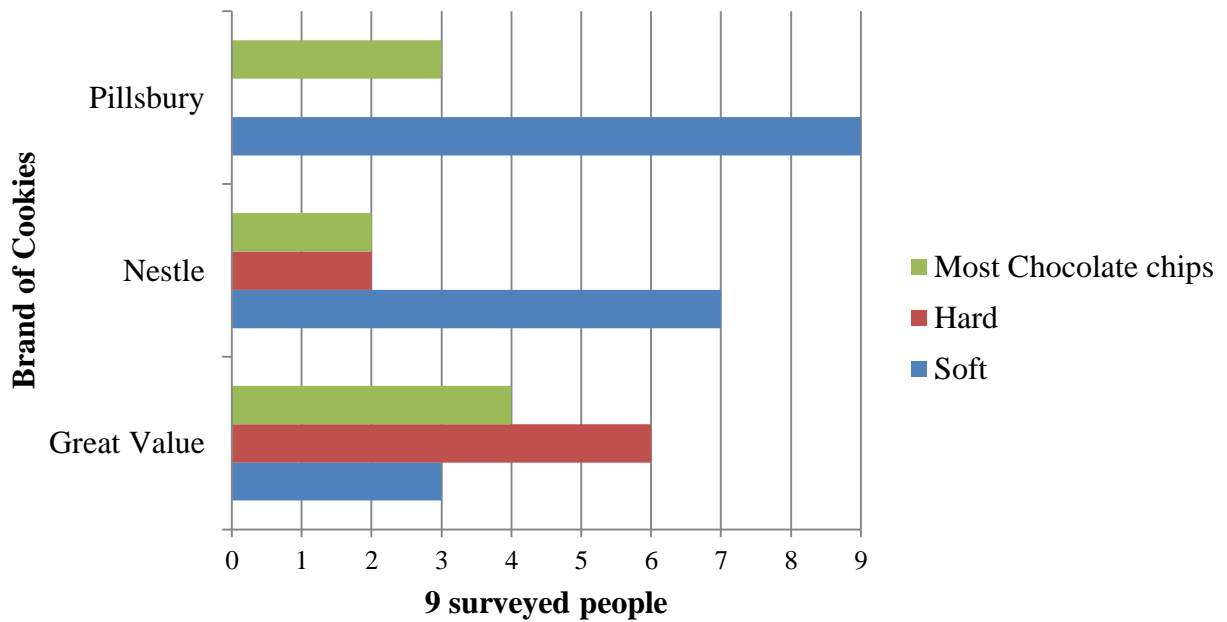


Figure 1

We surveyed nine different people around the Auditorium building. These nine individuals surveyed three different baked cookie brands, Great Value, Nestle, and Pillsbury. Overall, we can interpret that Pillsbury is the softest cookie, Great Value has the most chocolate chips, and Great Value is the hardest cookie.

Overall Favorite

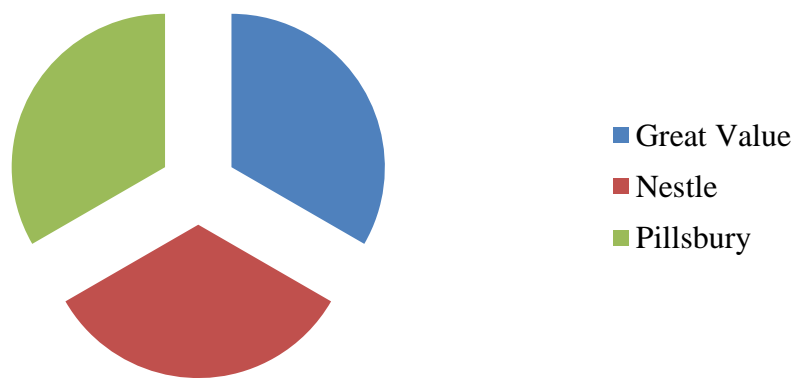


Figure 2

The overall favorite cookie was a draw between all three different brands. Three people voted Great Value, three people voted Nestle, and three people voted Pillsbury.

Brand of cookies	Price (dollars)	Cooking Time (minutes)	Nutritional Value (calories)
Great Value	\$2.18	12 min	90 cal. Per cookie
Nestle	\$2.54	12 min	90 cal. Per cookie
Pillsbury	\$2.99	8 min	85 cal. Per cookie

Figure 3

Conclusion

The results show that well-known brand names are not always the favorite among students. No cookie outperformed the others in terms of taste. Students did not take nutrition into account when choosing their favorite cookie. The amount of time it takes to make the cookies was important to a few of them. Overall price was the most important. The Great Value brand had a cheaper price. Although the taste of Great Value brand was comparable to the other brands, students preferred it over Pillsbury and Tollhouse cookies. We would recommend the Great Value brand to students looking for good cookies at a cheaper price.