

Favorite Cookie Activity

In this activity, you will list a few of your favorite cookies. From there, identify why someone would buy one cookie over another and how much people would pay for each. Finally, your job is to come up with your new favorite cookie, either one that already exists or a brand new one. The goal of this activity is to devise and identify the unique competitive advantages of your product, and in this case, your favorite cookie.



(This activity is modified from the Young Entrepreneur Institute, YEI.)

Cookies	Competitive Advantages	Price

NOW TIME TO MAKE YOUR NEW FAVORITE COOKIE!