# Focus Group Template for Product Analysis

**Why Women Prefer Wonder Panda Milk / Brenda Mage / 24 Aug 2018**

<table>
<thead>
<tr>
<th>Focus Group Topic</th>
<th>Why Women Prefer Wonder Panda Milk</th>
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</thead>
<tbody>
<tr>
<td>Conducted on</td>
<td>24 Aug 2018 17:37 PST</td>
</tr>
<tr>
<td>Prepared by</td>
<td>Brenda Mage</td>
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</tbody>
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*Private & confidential*
Respondents Information

Number of Participants 7

Describe group composition (gender, age, educational background, marital status)

Gender: Females
Age: from 45 to 65 years of age
Educational Background: All college graduates
Marital Status: 5 are married, 2 are unmarried and 1 widowed

List of Respondents

Respondent 1
Full Name Susan Vernon

Respondent 2
Full Name Lyka Vanheck

Respondent 3
Full Name Minni Generoso

Respondent 4
Full Name Mina San

Respondent 5
Full Name Vina Fuentes

Respondent 6
Full Name Aurora Alinsunurin

Respondent 7
Full Name Gina Agustin

Before the discussion

Inform respondents about the purpose and goal of the focus group discussion.

Stress confidentiality to ensure that respondents' details, ideas and insights will be kept for the purpose of the focus group discussion.

Have respondents introduce themselves to the group.
Discussion

How familiar are you with our product?
All women were familiar with the product.

When you think about our product, what was the first thing that comes into your mind?
“That I will be sexy like the celebrity endorsing it”
“That i will help me get so energetic”
“It reminds me of my favorite animal”

What influences you to buy our product?
“My co-teachers are so obsessed with them, so I tried it”
“I just saw it in TV commercials”
“I bought one because it was on sale that time..”
“My daughter was attracted with the Panda picture on its box and so she asked me to buy two”

What are the things you like about our product?
“It comes with 4 flavors which my kids like”
“It is an effective energy booster which makes me do tasks with vigor”
“The price is reasonable and not too much”
“It gives me a fresh feeling”

What are the things you don't like about our product?
“I don’t like the packaging. It’s a picture of a panda. You should’ve used a cow’s picture unless you really are using Panda’s milk” (laughs)
“There was an bittersweet aftertaste.” (face looks disgusted)
“The milk was too watery and diluted for me”

If we are to change anything about our product, what will that be?
“Packaging”
“Name, maybe?”

Will you recommend our product to your friends and family? Why or why not?
“Yes of course. Especially for the moms like me. I am sure their family will love it!”
“Hmmmm. Not sure. Other brands are better, I think.”
“Absolutely, no. The taste was awful.”
“YES! I love it!”

Completion
Appendix

Photo 1