

Cross Cutting Themes



**ALL REAL
NUTRITION (Pg viii)**
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ETHICS & SUSTAINABILITY

What two sustainability choices have been central to All Real's brand since day one?

What challenge could All Real face in maintaining these ethical standards while growing internationally?

ENTREPRENEURIAL THINKING

What market gap inspired the creation of All Real Nutrition? Give one example of how customer feedback directly shaped their product or messaging.

How might this approach to testing and adapting products help you if you were launching your own idea?

FINANCIAL LITERACY

What basic financial tools did All Real focus on when they first started? How did their financial skills develop as the business grew?

Is there anything you can learn about financial literacy from this case study?

DIGITAL TRANSFORMATION

Name two digital platforms or tools All Real uses to market and sell their products. How has automation benefited their business operations?

What other industries/brands would be suited to using social media like All Real Nutrition do?

Choose one of the four cross-cutting themes above. Explain why it is most important to the success of All Real Nutrition.

Cross Cutting Themes

All Real Nutrition – Suggested Teacher Solutions

<p>ETHICS & SUSTAINABILITY</p> <p>Q: What two sustainability choices have been central to All Real’s brand since day one?</p> <ul style="list-style-type: none">• Compostable packaging to reduce environmental waste.• Use of Irish milk protein to lower food miles and support local suppliers.• Honest, transparent messaging without exaggerated claims. <p>Q: What challenge could All Real face in maintaining these ethical standards while growing internationally?</p> <ul style="list-style-type: none">• Higher costs of compostable packaging may strain margins in larger markets.• Difficulty sourcing locally when expanding abroad.• Competitors may undercut them with cheaper, less sustainable options.	<p>ENTREPRENEURIAL THINKING</p> <p>Q: What market gap inspired the creation of All Real Nutrition? Give one example of how customer feedback directly shaped their product or messaging.</p> <ul style="list-style-type: none">• Protein bars were dominated by artificial, imported products with unclear ingredients; All Real offered natural, locally sourced option.• Customer tastings highlighted flavour/texture issues, leading to refinements in recipes.• Feedback also helped sharpen brand messaging to emphasise “real food, no hype.” <p>Q: How might this approach to testing and adapting products help you if you were launching your own idea?</p> <ul style="list-style-type: none">• Early testing reduces risk by showing what works before large investment.• Adaptation ensures the final product matches what customers actually want.• Builds brand credibility because consumers see their input reflected in the product.
<p>FINANCIAL LITERACY</p> <p>Q: What basic financial tools did All Real focus on when they first started? How did their financial skills develop as the business grew?</p> <ul style="list-style-type: none">• Began with simple cash flow tracking and profit-and-loss sheets.• Developed into using structured P&L, margin analysis, and forecasting.• Learned from mentors, banks, and investors to strengthen financial literacy. <p>Q: Is there anything you can learn about financial literacy from this case study?</p> <ul style="list-style-type: none">• Cash flow discipline is non-negotiable for survival and growth.• Know your costs and margins to price sustainably.• Seek external advice early to avoid costly mistakes.	<p>DIGITAL TRANSFORMATION</p> <p>Q: Name two digital platforms or tools All Real uses to market and sell their products. How has automation benefited their business operations?</p> <ul style="list-style-type: none">• Shopify (storefront/e-commerce) and Klaviyo (email/CRM automations).• Social ads and scheduling tools to consistently reach target audiences.• Automation (flows/carts/segmentation) saves time and lifts retention. <p>Q: What other industries/brands would be suited to using social media like All Real Nutrition do?</p> <ul style="list-style-type: none">• Fitness and wellness brands targeting young, health-conscious audiences.• Fashion or lifestyle companies using visual storytelling.• Food startups needing low-cost brand awareness.

REFLECTION Q: Choose one of the four cross-cutting themes above. Explain why it is most important to the success of All Real Nutrition.

- Ethics & Sustainability: anchors trust/differentiation in a crowded market.
- Digital Transformation: cost-effective reach, feedback loops, and community.
- Financial Literacy: protects margins and cash through growth phases.