**Student Name:** Tasnia Hossain

**Course and Section Number: ENG1121 E115**

**Date: 05/07/2019**

**UNIT 3 Worksheet 2**

I was analyzing the latest trends in the food industry and came across a segment of people, raving about Keto or Ketogenic (salt, sugar, spices) Diet for weight loss as well as weight management. I want to research about its effectiveness and the way, we can incorporate the same in our business model, to come up with innovative products.

A keto diet basically is a very low carbohydrate-based diet, in which the body intake of carbs is quite low. The objective is to make the body work for producing energy, by burning fat into ketones. The rate of fat burning gets substantially raised and hunger as well as cravings of the individual get into control. Various people claim to have lost 5-7 KGs by following a keto diet for 10 days. After doing some preliminary research, I plan to select such people who have undergone keto diet and conduct a thorough research on them. This would help us in analyzing the overall effectiveness of keto diet and the feasibility with which, it can be incorporated in our company’s product offerings.

A research team will be set up, who will randomly select people from various walks of life, who have undergone keto diet. Their lifestyle, eating habits, medical history, etc. will be thoroughly studied so as to effectively predict about the effectiveness of keto diet. The research team will ask them about the food preferences and disposition in keto diet and accordingly product development in the company will be done.

The incorporation of principles of keto diet in the product development policy of the company, would help us in attaining special attention from the health-oriented millennials and baby boomers. The company can also expand its scope and can enter the health food and organic food segment.