

## LAUNCH YOUR OWN CHOCOLATE COMPANY

A great all day business game!

### OVERVIEW:

Combining an 'Introduction to Marketing' with an interactive, fun-filled day, this event challenges delegates to create and launch their own chocolate company. Teams are guided on how to develop a marketing and product strategy, including designing their own packaging. Additional training then comes from a professional chocolatier who instructs and supports the delegates in the creation of their own unique handmade chocolates. At the end of the day, each team pitches their company & their products to an expert judging panel.

**SUITABLE FOR:** Small or large groups looking for a fun but challenging business angle to their team building day.

**NUMBERS:** 15–150 delegates

**LOCATION:** Indoors

**DURATION:** 6 – 7 hrs



### TYPICAL ITINERARY:

**Morning** After a short welcome and overview of the day each team will be set the challenge of planning and launching their own chocolate company. Using interactivity and group work, teams will be guided through the following areas:

**Identify your Target Market:** Who will buy the product and why?

**Branding:** Developing a brand that appeals to your target market.

**Positioning:** Recipe design and differentiating your product.

**Packaging Design:** Developing a design that will stand out from the crowd.

**Distribution:** How will the product get to market?

**Pricing:** Setting a retail price and calculating margins

**Marketing:** Planning a marketing campaign

**Afternoon** After a relaxing lunch, teams regroup and learn the essential skills of chocolate making. Guided by a professional chocolatier, teams will produce their own unique recipes (in line with their target market and marketing strategy) and create a range of handmade chocolates. Finally, chocolates are placed in the designed packaging with each team pitching their company, brand and product offer to the judges. With premium chocolate prizes up for grabs the day reaches an exciting conclusion – but with chocolates to take away no one leaves empty handed!

**KEY POINTS:**

A unique experience – chocolate making with a business angle.  
Interactive and flexible.  
Not weather dependent.  
Suitable for all ages and enjoyed by both men and women.

**WHAT'S INCLUDED:**

Expert facilitator for marketing/branding session.  
Professional chocolatiers and assistants.  
All equipment.  
A booklet detailing the challenges for each team, personalised to the client.  
Packaging, boxes and ribbon.  
All premium ingredients for high quality chocolate production.  
Premium chocolate prizes.

**ALL THAT WE NEED:**

Flip chart for each team with paper.  
Projector and screen  
Hand washing facilities near to the room  
Enough table space for everyone to work comfortably.  
Chairs for all delegates  
3 -6 additional tables for ingredients, chocolate melting pots  
Electrical points  
A cool room – ideally air-conditioned  
1.5 hr set up time.

**FOR FURTHER INFORMATION CONTACT:**

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