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|   | **Product/Service** |   | **Price** |   |
|   | * Chocolate and fudge confectionaries.
* Personalised gifts and hampers.
* Children’s chocolate making parties.
* Easter egg making and decorating.
* Speciality chocolate.
* USP – what is it?
* Product life cycle – what is it like for each product?
 |   | * High quality product might suggest higher pricing strategy.
* Difficult to compete with large chocolate manufacturers on price.
* Personalised gifts are more expensive
* Sourcing ingredients locally may help reduce costs
* The children’s parties may need to be competitive on price
* Expansion may leave the business more open to currency fluctuations
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|   | **Place** |   | **Promotion** |   |
|   | * The product has been sold in local country markets.
* The products are currently being sold in the business existing premises.
* There is an opportunity to sell in a large retail outlet.
* No online presence mentioned – is this necessary? Would it impact positively on the business?
* Large retailer - what impact might selling there have on the business and where it sells its products?
 |   | * The business has won awards for its success and high quality products, this should be promoted
* Local – using local services, hiring local staff – a positive point to promote
* The product becoming available on the shelves of a large retail outlet will allow for and require more promotion
* Need for online presence e.g. website and social media
* Sales promotions could be used e.g. gift hampers.
* Selling in a larger retailer means new consumers will see the product on the shelf
* The business could sponsor some events.
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