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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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