



Introduction

The Purple Chocolate Company is seeking proposals for the comprehensive development of a new chocolate bar product named "Cocoa Eclipse." This includes design, sourcing, development, and production assistance.



Background

As a leader in the premium chocolate industry, we continuously strive to offer unique and exquisite chocolate experiences to our customers. We intend to launch a special edition line, **Cocoa Eclipse**, that not only aligns with our brand's ethos of luxury and indulgence but also captivates new flavors and designs that appeal to our discerning clientele.



Scope of Work

The vendor will be responsible for:

- **Product Design:** Developing a unique flavour and design for Cocoa Eclipse.
- **Prototype Development:** Creating sample batches for testing and feedback.
- **Packaging Design:** Designing innovative and eco-friendly packaging.
- **Small-batch Production Run:** Take over the factory to create a small batch.
- **Focus Groups:** Gathering feedback on the product and making improvements

Proposal Guidelines

Proposals should include:

- **Company Profile:** Background and experience in gourmet chocolate production. Team Name
- **Concept and Design:** Initial ideas for flavors, ingredients, and packaging designs.
- **Cost Structure:** Estimated costs for development, production, and packaging.
- **Timeline:** Projected timeline from concept to market launch.
- **Team Profiles:** Who will be involved in the delivering the product.

Evaluation Criteria

Proposals will be evaluated based on:

- **Innovation and Creativity:** Originality of the product design and concept.
- **Cost-Effectiveness:** Competitive pricing and value for money.
- **Feasibility:** Proposed timelines meet expectations
- **Team:** Suggested team profiles

Rules

- Each team may ask 3 private questions
 - Each team is allowed to ask as many public questions as you want in the Teams chat
 - Present back in 35 mins
 - Win some chocolate
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