

- *Place* – Use website on-line presence to profile experience and catalogue examples of work undertaken.
- *Promotion* – Customers often value skill and quality and their word of mouth recommendation together with high class visual examples are essential ways of selling products and gaining reputation.
- *Physical appearance* – Ensure all pictures, equipment, packaging and finished products reflect the position in the market the customer is paying for.
- *People* – The skill level of the artisan and the personal touch of the producer is essential where personalisation is being sold. Customer confidence in the artisan to deliver is essential.

18.5.4 Wholesale distribution

For the small-scale manufacturer this is an ideal opportunity to market niche, high-quality product lines. It is important to take into account profitable product run levels, minimum order sizes, shelf life requirements, the client's product knowledge and any compulsory labelling legislation for third party sales. Design product lines in conjunction with your customers to ensure costly expenditure on packaging and product design is fit for purpose.

- *Product* – Chocolate bars, traditional niche products like fudge or toffee that can be made on a moderate large scale with a good shelf life while retaining quality. Caramels, fondant and praline filled chocolates for gift market in attractive packaging. Seasonal figure and moulded product lines.
- *Price* – The retailer will need to make their own mark-up and often need to incorporate additional sales tax, so products must be priced accordingly. Trade customers may expect to pay following delivery, which will have an impact on cash flow, especially for large orders. Special care should be paid to ensure order and stock rotation procedures can be effectively managed.
- *Procedures* – Establish ordering procedures, minimum orders, delivery dates and payment terms, as well as ensuring prompt and pro-active responses to questions and issues.
- *Place* – Target retailers that fit with the desired price point and market position. Control of display and location of product is unlikely, but should be considered.
- *Promotion* – Samples, point of sale graphics, effective labelling as well as brand reputation and recognition are all essential to generate product sales.
- *Physical appearance* – Attractive packaging and displays are important to ensure that products stand out on the shelves.
- *People* – Good product knowledge of well informed staff is essential in selling hand-made products via other retailers.

18.5.5 Chocolate concessions

Chocolate concessions (franchising) in shopping centres, department stores, stations and other locations can be an ideal way to develop a brand presence and position and involves working with complementary brands in areas of guaranteed footfall. Brands can be established with a strong visual and product identity with a shared liability for overheads in some instances. A concessionary approach

is ideal for rapid expansion of chocolate products that can be made on a large scale with a long shelf life. Consideration should be given to making products on site where possible, incorporating a theatrical, entertainment/educational dimension to the product story. Chocolate products that can have simple product extensions in a range of flavours can be an inexpensive way of creating choice while utilising equipment effectively.

- *Product* – Fudge, toffee, fondant creams, chocolate bars. A consistent, limited range of product lines with multiple flavours and price points will offer variety of choice with a greater profit retention while establishing a brand reputation.
- *Price* – Moderate prices with quantity sales will differentiate the products in competitive environments.
- *Process* – Watching the making process will generate interest, and loyalty. It will add value and encourage customers to buy once they have tried a sample.
- *Place* – Concessionary opportunities in shopping centres, department stores and train stations can offer guaranteed footfall but can often have overheads linked to performance. A well-branded stand or outlet can benefit from footfall of the surrounding outlets and is ideal for a newly created brand to get established.
- *Promotion* – Offer samples, utilise the footfall to generate theatrical and engaging experiences such as demonstrations, tastings and sampling events to establish reputation, loyalty and quality of the product.
- *People* – Personable sales by friendly staff willing to engage, entertain and educate the customer is essential.

18.5.6 Chocolate making for sweet shops and cafés

Sweet shop and café owners can increase profit margin as well as control and protect market position, reputation and differentiate their location by developing their own product lines. Ideal for traditional niche confectionery lines, diversifying into different flavour combinations for variety, consider space, skill, storage and display solutions.

- *Product* – Fudge, toffee, fondant creams and own-line bean to bar chocolate product lines with signature blends. A consistent, limited range enables greater profit retention, and will generate a greater reputation and profitability – do one thing exceptionally well! Too many lines can dilute effectiveness, consumers may be adventurous, but they will expect consistency.
- *Price* – Higher prices can be achieved with unique signature products through clear demonstration of artisan production processes and personal product knowledge.
- *Process* – Hand-made product sales can add value. Direct sales can help with market testing and product and skill development while generating loyalty.
- *Place* – Own made products are an ideal compliment at cafes and retailers where customers already buy chocolate and confectionery.
- *Promotion* – Creating a reputation for quality, niche products can add significant value to the experiences of existing customers.
- *People* – Personable sales by friendly staff and engagement with the artisan chocolatier can help command a higher price point due to added perceived value.