

Lindt truffles



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Introduction “ Do you dream in chocolate?” is what the company asks you when you visit the website of Lindt Lindor Truffles. This slogan suggests the image the company wants to create in the mind of its consumers. To not just make them eat chocolate, but create it an experience. This is where the role of successful marketing comes in alluring the customer to the products by creating tempting advertising that stimulate the taste buds and once the consumer has consumed it, the customer feels what the company had promised. The customer has experienced what he had expected. The product has lived up to his expectation and satisfied him. This makes him fall in love with the brand and not just become a consumer for life, but in effect a brand ambassador for the company.

Target Market / Consumer

Good things in life are never free. If you have to consume the world’s finest brand of chocolates, you have to pay a price that is very fine too. Lindor Lindt Truffles are one of the most expensive chocolates in the world. The price itself brings out the target market for the Truffles; they are targeted towards the rich and well off people who can afford and who want to pay a very high price to consume.

Price is a major factor, but not the only one. Another factor which identifies the target market for Lindt Truffles is people having aristocratic taste and love for fine items. They need not be very wealthy, but they need to have understanding of the value of things.

So if you sum up, the target market and consumer base for Lindt Truffles is wealthy people having a taste for well-tasting, luxury eatables.

Demand

Demand for Lindor Lindt Truffles is likely to be very stable and not affected

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by other factors. Although a seasonal variation is likely to occur, but in most cases the demand is fairly inelastic. This is because the consumers are unaffected by other events occurring such as changes in economic or political conditions. Also the chocolates happen to be a very insignificant portion of one's income; it is not likely to be affected by changes in income.

Competition

Some of the most significant competitors for Lindor Lindt Truffles are:

1. Nestle
2. Suchard
3. Cadbury's

SWOT

Strengths

Well established business processes

Highly trained and specialized workforce

Well established delivery network and brand name

Cost savings because of High Volume

Weaknesses

Recipes (an important asset) likely to leak out

Conventional Management Style

Production located in just one country

Opportunities

Well established brand name

Thousands of brand loyal customers

Room for other gourmet products

Threats

Low cost producers might enter the market

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Demand may reduce as people become health conscious

Fake products with company's brand name

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