

# Free roger's chocolates case study example

[Business](#), [Marketing](#)



1

- Should Rogers extend its business outside its jurisdiction of British Columbia?

Growth is always welcome. Rogers Chocolate has a good market penetration, and that in itself accounts for an expansion of business. With its varied range of products, as well as the number of tough competitors, it is essential for Rogers to expand its business more, and capture other zones as well. Rogers is Columbia's second largest company, founded in 1855, and thus remains significant even historically. It has markets like retail, wholesale, as well as online markets. So, with better marketing, Rogers can expand beyond the area of jurisdiction, and gain more customers.

- How can Rogers improve its brand image?

Rogers has a loyal customer base, due to its old world charm, and image. However, the mere fact that it hasn't expanded its base beyond Victoria, has not added to its glory. There is a debate over its packaging too. Some people say it is sturdy, while others say that it needs a revamp. The marketing campaign of Rogers is too homely, and many people detest that. Besides Rogers produces expensive chocolates. Hence, only the rich can get access to it. They need to penetrate the market more. Thus, Rogers needs to work to improve the quality of image, and also be more accessible to the larger market. A new marketing team needs to be appointed, which can change the whole look of the Rogers logo. The products must be promoted to specific groups, and also marketed aggressively. There should be greater impetus on the customer feedback, and more analysis of customer requirements. The brand must promote its image, and values on a wider scale. Only then will

Rogers stand out amongst all competition as the best chocolate brand ever.

- How should Rogers increase its sales?

Rogers should increase its internal production firstly, to produce more quantity of chocolate. The production hub should be set up at lower tax areas, and more laborers should be employed. The products should be made at a reasonable cost of production, and the final products should be adequately priced as well. The marketing strategy should reach more people, and so should the number of stores increase. The branding, and the online marketing tools, need to revamped, so as to cater to more customers. The business should expand and reach outside of its jurisdiction, so as to cater to other countries. The chocolates must be provided in more varieties, and a distinctive flavor for each category of customers. Rogers must set apart itself from its competitors, so as to create a loyal customer base. This customer base must come back to Rogers, no matter how many other brands they taste. Therein, will the success of Rogers lie, and make its sale increase by leaps, and bounds.

- Is the organization structure at Rogers effective?

Rogers has a hierarchical structure, with clearly demarcated roles for all. The structure is obviously effective, as wages are competitive, employees are on first name basis with each other, and so are the higher management aware of the lower management details. There is no severe union at play, and people are reasonably happy. The work is in control, and so are the retail and wholesale.