

Marketing divine chocolate case

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



Strength's and weaknesses: To identify the strength's and weaknesses of Divine Chocolate, the SOOT analysis is one of the best effective models to clarify this. SOOT-analysis is an analysis to identify the internal strengths and weaknesses of a company . Strength's/Opportunities Divine Chocolate has a still Increasing market growth In International markets Delve Chocolate's assurance for delivering high quality products The fairer trade products. (Nowadays, customers attach more value to ethical products. As a result, the fair trade market is growing.

Has favorable comparisons with other chocolate bars Wide range of retailers Only fair trade chocolate company where 45% is owned by the farmers Weaknesses/Threats Divine Company does not operate globally Relative expensive price and resources Increasing price of cocoa prices High amount of competitors In the chocolate Industry Product: Divine Chocolate is a manufacturer of fair trade chocolate products in the united Kingdom and the united states. Divine Chocolate is unique within the fair trade world, in that their farmers own the biggest part of the company and share its profits.

The Cocoa from Ghana is of high quality and is traded at a premium on the world market. Price Divine Chocolate sells Its products against a fair trade price. The products of Delve Chocolate are therefore not cheap but soul affordable. As a result, the products of Divine Chocolate are more expensive than the competitors. Customers are aware of trade, therefore a higher price will not result in a negative effect for Divine Chocolate. Place The cacao for Divine is produced in Ghana, by farmers of the Kappa Kook. Divine Chocolate is currently located in the UK and the United States.

Promotion Divine Chocolate promotes itself through the press, media features, campaigns, events, competitions and promotional offers. An event taking place for example today (February 26th) is the Cannot dance-off. Everyone who participates in this dance-off is given a free bar of Divine Chocolate. A competition that has recently been closed is the answering of a specific question in order to be able to win 2 tickets for the premiere of pride. Furthermore, they launched another original manner to promote their products; Stock the Choc.

Stock the Choc gives consumers the chance to be able to buy the products in their local supermarkets by sending a post card, which is provided by Divine, to ask the supermarket to put Divine Chocolate in their assortment. Aim: continue to deliver delicious chocolate and a social business model that everyone can cherish. Social mission: Grow a successful global farmer-owned chocolate company using the amazing power of chocolate to delight and engage, and bring people together to create dignified trading relations, thereby empowering producers and consumers.