

Chocolate factory essay sample

[Food & Diet](#), [Chocolate](#)



Environmental Scan Assignment Of Rocky Mountain Chocolate Factory

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Rocky Mountain Chocolate factory has been entertaining chocolate consumers in Canada since opening its very first store in Whistler village in 1988. Expanding rapidly over the years, we now host over 55 locations coast-to-coast. Step into a Rocky Mountain Chocolate Factory and you'll get that ' kid in a candy store' feeling again. (apa)

There is an only one rocky mountain chocolate retail shop in North Vancouver is 3155 Edgemont Blvd. It locates in the Edgemont village, which has lots of prosperous facility and people living there. The owners of this shop are Al&Jan Keefe. It opens at 11am to 7pm during Monday to Sunday, and Friday nights open until 9pm. 604-987-3611 is the number to contact them. The shop provides kinds of product for selling, such as truffles, ice creams, etc. Here are six external forces of rocky mountain chocolate retail shop. Demographic

Children are mainly the largest consumer customer base. Sweets for the children temptation is enormous, almost every child ever stands outside the candy shop and clamors to their parents to buy some sweets for them. There are too many families living near by the chocolate shop, it must attract many children to consume here. Besides, sweets for females are also tempting. A UK study by research group Mintel revealed 91% of all women admit to eating chocolate. (apa) So, most men and lovers have to buy chocolate for gifts. In the future, the population will not be much change, so at least it will not reduce the sales trend. Socio-cultural

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During Valentine's Day, will set off a wave of chocolate. Chocolate means love forever, in the U. S alone, more than 58 million pounds of chocolate candy are sold during Valentine's week. (apa) Apart from this, people focus on health more. Many people may think, eating more chocolate will become fat and unhealthy. Nowadays, the rocky mountain chocolate shop reveals that life can be sweeter without sugar and they shows a new product which is no sugar added chocolate. This new product not only meets the customer's favorite, but also to meet the demand for health. Competitive

This is the only retail shop in the North Vancouver, however, there are also some supermarkets around this area, such as Superstore, London Drug, etc. There will be many other candy shops in the supermarkets, so that it is a big challenge for rock mountain chocolate factory. People will consider the price between each one, and also the taste. The chocolate shop has to make sure the quality and taste, try to ensure reasonable prices.

Technological

The rocky mountain chocolate factory provides the online-shop. It means that customers can buy chocolate more easily and convince. They have their own Facebook, twitter and web page. Customers can check the news, new products, activities on online, and give the feedback too. Economic

As the financial crisis just past, people gradually became rich, along with prices also increased. In the future, the economic situation should be better; this is also a good influence for rocky mountain chocolate factory. Regulatory

Company make every chef do a specialized training to ensure the health and taste of chocolate.