

Chocolate Factory

What is it?

Chocolate Factory enables delegates to work together on marketing and management skills, and come out with something sweet and tasty. Mmmmm!

The objective of the task is to devise and develop a new chocolate product. Teams are in control of this product from conception through to marketing, production, and the best bit – consumption!

Given two budgets, teams will succeed if they use their resources effectively. With £100,000 to spend on product ingredients and packaging, and a £1,000,000 media budget, the spending choices teams make may prove decisive.

Imposed time limits see teams attempt to maximise productivity by allocating themselves specific roles to play in the task – such as marketer, manufacturer, packager and presenter. Each has a function to play in the challenge, although all should be involved in the crucial planning process.

In the planning stage each team will address questions surrounding their chocolate product's brand name, ingredients, packaging and retail price.

Using their £100,000 budget, teams visit the 'sweet shop' to purchase all necessary ingredients and packaging. To keep delegates on the ball, strict shop opening times are enforced – requiring teams to be decisive.

The teams will have to plan a structured marketing campaign – tackling the subjects of target audience, retail price and advertising slogans. Teams can then distribute their £1,000,000 media budget across areas like radio and TV advertising, with each budget decision carrying certain responsibilities – such as the generation of a storyboard for a TV advert.

Production

Now comes the fun bit. With one hour to produce their products, teams must design and make their chocolately product and design the packaging!

Presentation

To determine the most successful product, teams have 5 minutes to present their chocolate and product marketing campaign to a panel of judges.

Who is it suitable for?

- All ages, genders and business backgrounds
- Newly formed teams
- Newly qualified or recruited marketing professionals
- Teams seeking to better understand marketing processes
- Teams looking for improved co-operation and teamwork



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What are the benefits and outcomes?

- Improved planning and strategic abilities
- Encourages creativity and flair
- Improved understanding of marketing processes
- Delegation and recognition of others' skills
- Teamwork to meet shared goals

Enhancements

- Chocolate Factory can be used as a shorter, hour long task or pre-dinner activity without emphasis on marketing – just a chocolate making adventure!
- Complement Chocolate Factory by throwing a MotivAction themed party or evening entertainment afterwards
- The activity works well as a way to conclude half-day conferences or training sessions

Timing and Logistics:

Number of people	4 – 400
Duration	1-2 hrs
Venue / Logistics	Indoor or outdoor
What we supply	Instructors and facilitators, all ingredients and equipment necessary for the activity. Pre-event planning and on-site management.
Pricing	Price on application
Health and safety	Risk Assessed & £10million Public & Product Liability and Professional Indemnity Insurance

