

BUSINESS STUDIES – PRODUCING A CHOCOLATE BAR

Introduction

My Business Studies Coursework is to design my very own chocolate bar. This involves making a wrapper, choosing ingredients, creating a logo, market research, and much more.

Selecting the Product

Make Sure This Is Suitable

I have chosen to make a 'Caramel Turkish Delight'. This is an original product, and is suitable as it is not too outrageous, and I already know there is an existing market out there for Turkish delight confectionary. This product will create more profit than most other bars (Selling 100 Turkish Delight Bars at 40p would create more profit than selling 100 Plain Chocolate Bars at 30p). This is due to the fact that Turkish Delight is viewed as a 'luxury' chocolate bar product, and other bars in the market are priced similarly, e.g. Fry's Turkish Delight.

I think my product fills a gap in the market in a way, because there are few quality Turkish delight bars and this is an original 'twist', being Caramel because the general public always want to try new things.

Is it of a similar price to chocolate bars already on the market?

So, I have decided the price will be 40p, as Fry's Turkish Delight costs 43p, and this bar is the best on the market in taste, design, and value (In my personal opinion – perhaps Market research will help prove this). Fry's Bar is 51g, and mine is 45g, but Fry's is 43p and mine is 40p, so Fry's Turkish delight will be my main competitor.

Will it fit in a vending machine?

My product should definitely fit in a vending machine, but it is not intended to, as Turkish delight bars are not the most popular on the market and, as I've said before, it is a 'luxury' chocolate bar.

A Product Description

Show How A Product Life Cycle Works

As you can see, the product goes through Development first. This involves testing, and if the bar isn't up to scratch, then development can take a longer, or that can even be the end of the chocolate bar. Then, the chocolate bar is launched, and gradually the consumer becomes aware of its existence. At maturity, the bar is selling well and the consumer is very fond of it, and saturation is where the product begins to stop selling as well, because the market has become too big, and people are buying the 'latest' and 'greatest' chocolate bars – this is where the chocolate company can 're-vamp' the bar, like when Marathon changed its name to Snickers. Eventually, the product declines, sales drop, and it becomes obsolete. Naturally, the diagram graph is only a basic look at the product life cycle – the graphs will vary from bar to bar, with different shapes and sizes, but I think this graph illustrates the facts well.

Describe what a consumer good is

Chocolate is a consumer good. This means that it is a food, meaning that it is consumed by the general public, and it is a very popular snack eaten worldwide. Consumer Goods are goods provided and produced for use by consumers. An example of this is chocolate.

Any product that can be used or consumed only once is 'consumable'. The term 'consumables' may be used in manufacturing for things like raw materials. In an office, consumables will include things like stationary.

A consumer is the final user of a product, the last link in the chain of distribution. It is not only individuals though; businesses require consumable goods for their workers, such as pens, pencils, and paper.

What is meant by specification?

A specification is a written document which describes exactly what is required. Only supplies able to supply to the specification will be considered. That's the text book definition.

In my opinion, a specification just describes a product or anything really. It is simply an accurate description of the products many attributes, e.g. Colour, Shape, Size etc.

Ideas for my bar wrapper & logos.

These are some of my original drawings of the logos and packaging that the Caramel Turkish Delight would have – I have scanned them in along with comments etc. in order to maintain the IT layout.

My Product Specification

My Chosen chocolate bar is the 'Caramel Turkish Delight'. It consists of a 10MM X 40MM X 110MM Turkish Delight Jelly, smothered in a 2MM layer of Caramel, then a 3MM layer of milk chocolate to make the total dimensions 20MM X 50MM X 120MM. It is a similar size to the Turkish Delight Bars already on the market, e.g. Fry's Turkish delight. The weight will be 45g, and I will price the bar at around 40p, again, similar attributes of the products that are in the same Market area. I shall be selling the bar in supermarkets and all good newsagents. It shall also be sold in vending machines, including normal ones and special ones exclusively vending ellison's milk chocolate and other assorted confectionary. The bar will not reside in many vending machines though, as 'luxury' products such as Turkish delight bars don't belong in vending machines.

I have designed the 'Caramel Turkish Delight' as it combines two of my favourite flavours. It is a 'luxury' chocolate bar, meaning it will not sell as well as other chocolate bars, although it will create more profit per bar. The reason it won't sell is because it appeals to those looking for a 'treat', and is not just a simple 'snacking' chocolate bar like Twix.

My Chocolate bar will be wrapped in a glossy purple wrapper, similar to Fry's Turkish delight wrapper (shown later on in coursework). I will use a similar colour, and the same material, and the wrapper will be sized approximately 22MM X 52MM X 130MM.

By law, the back of a chocolate bar (well, usually the back, but can actually be anywhere) must state the bars ingredients, where to contact the bars creators (an address), who made it, a bar code, a small descriptions, ingredients, weight, a barcode and a best before date. It also sometimes has a 'Keep Britain Tidy' symbol on it, or 'Printed on Recycled Paper'. This is to give the public a view that this particular product's company is environmentally friendly, thus promoting its image and allowing the user to feel almost as if they are helping the environment by helping this company.

Bar Structure

Note: All Sizes are Approximate

Start with a Turkish Delight filling

Cover the Turkish delight with caramel, 2MM thick around the edges (therefore adding 4MM to each dimension).

Coat the caramel with 3MM of chocolate around the edges, and you now have one Caramel Turkish Delight Bar!

Ingredients for making Turkish Delight

In order to make Turkish delight, you need Sugar, Corn, Starch, Artificial Rose Flavour, Cream of Tartar & Natural/Artificial Colours. It was originally made from dates, honey, roses & jasmine and then bound together by Gum Arabic. It was used to sweeten breath, and today remains a delightful sweet of hospitality.

Producing a Logo

Explain what a logo is and create one for your bar. Why is it useful to have one?

A logo is a symbol used by a business so that they can be easily identified to the general public. It is an important part of marketing. The company wants the public to recognise the logo when they see it and instantly think of the product(s). Most logos are Registered Trademarks, so other companies cannot steal them.

I have drawn my logo out, after planning several different designs for each word used in it, and choosing the best of each. As my company is just 'starting up', I have also created a company logo and brand name that will be on all ellison's chocolate bars from now on.

Logo's, Brand Names, and other product trademarks can be easily changed, for instance, 'Cadbury's' has changed there logo many times, and 'Marathon' changed its name to 'Snickers' in order to give it a new boost of life so it could last longer on the chocolate market.

In order to make my logo look professional, I have scanned it into my computer and edited it, adding colour and special effects to make it look like a real chocolate bar wrapper.

It is important to have a logo in order to easily identify the product I am selling, so customers recognise the logo, remember the product and want to buy one. A logo will help to advertise my product and make it stand out amongst the other chocolate bars on the shelf.

Here is my logo and the front and back of my chocolate wrapper, and the next few pages contain some of the development of my logo.

Product Logo

Comment on the suitability of both designs and your logo

My logo that I have created is suitable because it shows the 'oriental' look, a mixture of purples and 'exotic' text. This is suitable as the Turkish Delight is an 'exotic' sweet, and many other Turkish Delight bars use the purple, oriental theme. This theme has become the default for Turkish Delight bars, and most are recognised easily this way. The designs give the chocolate bar an added 'luxury', the glossy paper adds value to the bar and the purples make the bar stand out as a luxurious confectionary

What software did you use to create your logo and why?

In order to create my logo I used 'Adobe Photoshop', and advanced paint package used by both amateur and professionals alike. I drew out the logo, scanned it up, and then I touched it up and added filter effects that suited each part. Then I drew up a bar, added information (e.g. Sell by date) and added more filter effects to create realism.

I used this product because it has many useful filters, is very powerful, has plenty of customizable options to affect the look of my graphic, and my past experiences and others' opinions have led me to believe that this particular paint package is the best in its field. Although it takes time to get to grips with, I feel

that this software is the most accurate, versatile and useful that the average customer can purchase.

Packaging

Could you have used a different package?

I could have used a different software package, certainly, but my results may have been a little less satisfactory, and I want my wrapper to come across as professional and catch the eye of the general public. The only software that I currently have that would enable me to create graphics with a similar level of professionalism is 'Jasc Paint Shop Pro', and while this has many advantages over Photoshop (Including ease of use), it falls short as it isn't as versatile and doesn't have as many options and filters etc. I did actually use this software for some aspects of the logo, as it has some nice touches that Photoshop doesn't, but I mainly used Photoshop. Photoshop is known as one of the most powerful pieces of software available for designing graphics, has a high reputation, and is a quality piece of software.

Which is the best chocolate bar wrapper and why? What features have you incorporated into your bar? Why are these the best features?

The best wrapper, in my opinion, is Fry's. It is glossy, deep purple, includes silhouettes of 'Oriental/Indian' style buildings, it balances the colours excellently, and stands out as the best looking (although it doesn't scan well, the colours look a little dingy). The 'Turkish' text is curvy, again, an Oriental thing, and this helps the bar stand out as it is the main text on the bar. Also included is the 'Fry's' logo, which seems like formal, 19th century text that has been curved, twisted and made to look 'fun'. This gives the idea that people of a higher class eat this bar for a good time, and raises the calibre of the product. The 'Delight' text is simple, and golden, again adding 'wealth' and 'importance to the bar. The slogan is 'Full of Eastern Promise', in Italic gold text and wavy. I have decided not to use a slogan for my bar, because I feel that a bar can be easily recognised simply by the font and style of the main text itself. I have incorporated the purple theme that all Turkish delight bars have and the oriental text styles.

Looking at the 'Cadbury's Caramel' bar & the 'Nestle Caramac', I can see a rich yellow, text that oozes luxury and extremely curved, another chocolate bar aimed at women. I have decided to take some of the aspects of this bar and incorporate them into mine too. I have chosen the flowing styles and curving text of that the 'Caramel' & 'Caramac' use for their main text, and the golden yellow is also used to give most of the text of my bar added effect.

Back to the Fry bar, and the only unsightly part of it (to me) is the '92% Fat Free' banner. This shows that this bar is aimed at women, as they are generally more worried about their weight (stereotypically). I do however like the back of the other two Turkish bars, and I have incorporated some of the elements into the back of my packaging. I have taken some of the layout and descriptions from the Kingsway bar, and although you can't see them on my bar, I would like to think that the ingredients look like Thornton's do.

I think that the Turkish delight taste is somehow associated with countries and cultures like that of India, and this is because Turkish delight is an Indian snack for the richer citizens, hence the purple oriental theme.

Conclusion

I like my product design; I think I have developed it well and used the means at my disposal to create an effective and attractive wrapper. I think it will appeal to the general public, and it certainly will stand out. It also shows all the trademark, common features that are applied to any Turkish delight bar. The

wrapper is the most important aspect of a bar (in terms of advertising it – 90% of chocolate bars are bought on impulse, and the wrapper makes it stand out). I think this would fit in the same market place as Fry's Turkish delight, which is Cadbury's most profitable bar in terms of single-bar profit, and this is the area of the market that I aimed the chocolate bar towards. Therefore, my marketing has been a success so far. I think the bar would sell well to begin with, because it is a new product and the public lap new products up because they are inquisitive and want to try them. After this, it would settle down and sell a certain amount per week, like Fry's, maybe more, maybe less, that depends on its likeability.

Many people dislike Turkish delight (from personal experiences) and many love it and are willing to pay more money for it than they would for a normal chocolate bar. I am selling the bar in the same 'luxury' style section of the market as Fry's Turkish Delight & Peppermint Cream, and the Kinder Bueno etc. If the final marketing process fails to show that the Caramel Turkish Delight won't sell well, I could always release it as a 'Limited Edition' chocolate bar, much like the 'Snowflake' and the 'Wispaccino'. This will help me make enough money to begin to develop new ideas.

Comments on my Chocolate Wrapper

I am quite proud of the results of my chocolate bar wrapper, as they look semi-professional and with a little work, they could be wrapping up bars that sit on shelves. Obviously, I cannot create a fully professional wrapper, I am not qualified or talented enough to do so, but what I have made clearly shows the general theme, look and ideas that I have towards the image for Caramel Turkish delight. I added the ripple effect to show that it is in fact a bar, and to add a touch of realism.

If I could hire a team of professionals to change this, I would certainly change some things, perhaps the font and look of the back of the bar a little, and certainly the main titles would need touching up (the 'Turkish' text should maybe be a different colour or shade of purple to the wrapper), as this text is hand-drawn and perhaps a little rough. Other than that, I feel I have added all that needs to be there, and generally pleased and proud of my work.