



MONETIZE YOUR CHOCOLATE PASSION: HOW TO BUILD A DIRECT-TO-CONSUMER CHOCOLATE BUSINESS

Chocolate is far more than a delectable confection. It's an association. It's the preferred way to say congratulations, merry christmas, happy valentines and so much more. In the corporate arena, it's a way of saying 'thank you' or 'we care about you". The resulting business potential is enormous.



In a direct-to-consumer business model with no brick and mortar retail outlet, the right positioning (that sets your business apart from the rest) is crucial. In the crowded chocolate space, this means doing less, but doing it well.

This workshop is not primarily about how to make chocolate – even though there's ample guidance on that too. It's about acquiring the skillsset, tools, resources and mindset to run a profitable chocolate business. It's essentially about leveraging the universal appeal of chocolate cost-effectively to create your own business proposition and brand.

Objective: To understand the mechanics and potential of the Direct-To-Consumer Chocolate Business Model from a practical, market relevant perspective. This in turn will facilitate informed decision making and a winning business strategy.

Who should attend: Entrepreneurs, Business Students, Investors, Existing Chocolatiers and Confectioners, Aspiring Chocolate Brand Developers.

Workshop Instructor: Sanjay Duggal is an Abu Dhabi, UAE based franchise & retail professional, who has done business on 5 Continents over 3 decades. More info in the links below:

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One Day Workshop - Content Outline (6 hours)	
a.	• Introduction and overview of agenda, schedule and expectations from the workshop
b.	• Myths about chocolate and the chocolate business
c.	• Positioning your brand before spending your first dollar
d.	• How to narrow down to the top 3 product categories for optimal efficiency
e.	• Production arrangement – High yield, modest sized facility
f.	• Optimize operational output while limiting ingredients, variety, packaging and skill level needed
g.	• Why chocolate is a more efficient business than other food and confectionery enterprises
h.	• Occasion based product and packaging
i.	• Storage, transport & packaging
j.	• The key challenges with chocolate franchises
k.	• Marketing and Promotion
l.	• Online resources to support the business
m.	• Case studies
n.	• Financial planning and key Numbers
o.	• Sourcing of materials and equipment
p.	• Diversification
q.	• Expanding the business model
r.	• Review and Q & A

Fee per participant: INR 3250/AED 150/USD 40

CERTIFICATE OF COMPLETION WILL BE PROVIDED

Contact stellareastern.com for more details