

Willy's Wonky Chocolate Challenge

presented by *The Melting Pot*

An ideal management development event or team building challenge to be conducted in conjunction with your business coach/training professional

Introduction

You and your team work for Wonky Chocolates plc and CEO Willy has decided to launch a brand new upmarket range of chocolates to the 'luxury' market.

This is a totally new area of the market for the company and will be formed as a subsidiary of the main plc, once the full range of products has been developed. The existing company is very much a household name in the low-cost mass chocolate market.

You and your team members will be responsible for the first product for the new market. You will have a number of parameters that you must work within but the quality of your output at the end of the task will be entirely down to your powers of resourcefulness, creativity and engagement. The more you are able to creatively find solutions outside your normal ways of working will directly impact the quality of your solution, and hence its measurement.

Your golden ticket

If you are successful you will not only have your chocolate product put into production but all members will be given shares in the new subsidiary company.



Task Overview

Using all available resources, your overall task is:

- To create an initial range of luxury chocolates.
- Create a brand and marketing plan with promo material
- Produce a presentation of your luxury chocolate proposition to present to the CEO and key members of the Board at the end of the task.

This task will require the team to work effectively within a tight timescale and complete all elements of the project specified overleaf.

You are expected to complete the task in a professional and safe manner, respecting the working environment of the venue.

1. CREATE A PROJECT PLAN

Create a project plan with clear milestones and measurement criteria to enable an assessment of the success of the project. You must present this to the nominated coach or mentor at a pre-agreed time.

2. MARKETING & BRAND STRATEGY

You must create a clear brand name, vision and values, brand logo, strap line, and strong sales pitch for the product. This needs to be part of the Board presentation, detailing why you have chosen the brand and any relevant data to support your strategy.

3. CREATE THE PRODUCT

Conceive, design, and produce the initial luxury chocolate range. You will be provided with the services of a chocolatier who will provide on the spot training to the production team using luxury chocolate and a choice of fillings.

Important note: The chocolatier is only available between (time) and (time). You must ensure that you book a slot with the chocolatier or you will miss the opportunity to create your product. Research and be prepared to ask the chocolatier questions during the session that might help pitch your new product to the Board.

Your luxury range should consist of six different fillings which must be provided for taste testing at the Board Presentation. You will need to clearly state that the product is for 'market testing' only and what qualities make your particular range stand out to the gourmet market.

4. CREATE A PROMO (this will depend on available resources)

VIDEO (i.e. an advertisement)

Create a short advertisement for the product which will be used to promote the product to potential customers. You will need to show this at the Board presentation as part of your overall marketing strategy.

Alternative options:

POWERPOINT SLIDE PRESENTATION

POSTER CAMPAIGN (with supplied art materials)

5. PREPARE THE BOARD PRESENTATION

Prepare a 20 minute formal presentation to the Board. Your presentation needs to include two elements:

The Strategy (to include, but not limited to the following)

- Marketing/brand strategy with appropriate supporting information.
- A taste test for the Board Members.
- Your promo

6. YOUR PROJECT REVIEW

- Explain what went well in the project. How would you measure the project against your original success criteria?
 - What you would do differently next time?
 - How you managed/overcame problems?
 - Who did what role(s) and why?
 - What learning you might take into your business as individuals and/or as a team?
-

You will be provided with the following materials to help you complete the task:

- Services of a chocolatier, chocolate and filling options (for a limited time)
- Packaging options
- 1 flipchart pad and multicoloured markers
- Poster paper and paints
- 1 set of stationery to include scissors, sellotape, blue tack, pens, calculators
- Depending on style of promo – relevant supporting materials/equipment



Remember: it is up to you how you utilise and allocate the roles, capabilities and aptitude of the team!

Suggested Timings:

All timings can be tailored to fit the client objectives/requirements

| Session | Timing |
|---|------------------|
| Ice-breaker - Introduction and explanations | 30 mins |
| Identify team roles and create a project plan | 45 mins |
| Present project plan to business coach/board – agree outcomes | 15 mins |
| Marketing and brand strategy | 2 hours |
| Create Product | |
| Create promo | |
| Prepare presentation to the board | 40 mins |
| Board presentation | 20 mins |
| Project review and outcomes | 30 mins |
| | |
| Total task time | 3 ½ hours |

Notes:

- The booking and cost of the venue is the responsibility of the client.
- Venue should have air conditioning or the ability to keep a room cool for chocolate work (around 18° is ideal)
- The Melting Pot will supply fillings, chocolate, aprons, and all related chocolate making equipment to enable the team to make a small range of chocolates. A max of 8/10 people can access the chocolate tank at any one time
- The Melting Pot will supply a number of packaging options – bags, boxes, ribbons etc
- Relevant materials/equipment and art materials for creation of promo, flip charts/pens etc to be supplied by venue/client. (If you do require these items to be supplied by The Melting Pot they will be charged at cost.)
- The Melting Pot holds current public liability insurance and hygiene certificate

Price supplied on enquiry depending on group size and specific requirements.