



CHOCOLATE FACTORY

challenge

An exciting "Apprentice"-style challenge where teams invent, create and market a brand-new box of chocolates!

Teams start by choosing milk, dark or white chocolate and delicious fillings to invent their perfect product. They then design a catchy brand name, create eye-catching packaging, and carefully manage costs to set a profitable retail price.

Next, teams build a full marketing plan – identifying their target audience, highlighting USPs, and deciding where to sell. They finish with a dynamic pitch to the judges, followed by a fun finale where they perform their own 30-second advert.

Judges give feedback, score every team and award prizes to the winners. A deliciously creative mix of innovation, teamwork and business flair!



Celebrating
— 25 YEARS —



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- ✓ Communication, creativity, co-ordination
- ✓ At a venue of your choice or offices
- ✓ Indoors, 1-2 hours, 1+ hour set up
- ✓ Teams 5-8 per team, 10-200+ delegates