

introduction

DONE BY: SYARIFAH MAHERAN SYED SALIM MR131030
SHAHZATUL FARHANA SHAARANI MR131032
NURUL SYAZWANI ROSLI MR131022
SITI NOOR AZZA MOHD HASBULLAH MR131029



Syarifah Maheran Syed Salim MR 131030
Shahzatul Farhana Sharaani MR 131032
Nurul Syazwani Rosli MR 131022
Siti Noor Azza Mohd Hasbullah MR 131028



Syarifah Maheran Syed Salim MR 131030 (email: syarifahmaheran@yahoo.com)
Shahzatul Farhana Sharaani MR 131032 (email: shahzatul_farhana@yahoo.com)
Nurul Syazwani Rosli MR 131022 (email: n_syazwani@yahoo.com)
Siti Noor Azza Mohd Hasbullah MR 131028 (email: azzahasbullah@gmail.com)

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Montreaux chocolate usa: are americans ready for healthy dark chocolate?



***MONTREAUX CHOCOLATE USA :
ARE AMERICANS READY FOR
HEALTHY DARK CHOCOLATE?***

Syarifah Maheran Syed Salim

MR 131030

Shahzatul Farhana Sharaani

MR 131032

Nurul Syazwani Rosli

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MR 131028

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Corporate and Company Background

Company	Apollo Foods
Location	Los Angeles, California, USA
Industry	Food
Product	<ul style="list-style-type: none"> - Global consumer packaged-goods powerhouse - Confectionary - Biscuits - Snacks - Beverages - Cheese - Convenient Meals
Division	4 division, 1 of it Consumer Foods Group (CFG)
Distributor	To 170 countries worldwide
Market Share	Second Place – US Chocolate Market
Year 2011	Revenue - \$ 54.4 billion Net Income - \$ 3.5 billion