

Tennant Company:
Innovating Within and
Beyond the Core
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Birth of an Empire
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Hershey's history and origins, a company's evolution, its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown.

Hershey Today
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The company's current state, its products, its services, its mission, its vision, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown.

Hershey's Products
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The company's products, its services, its mission, its vision, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown.

Hershey's Role in Media
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The company's role in media, its services, its mission, its vision, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown.

Hershey's Community Impact
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The company's community impact, its services, its mission, its vision, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown. The company's growth is a testament to its vision, its mission, its success, and how it has grown.

Hershey vs MARS
Thecasesolutions.com

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The image shows a presentation slide on a screen in a conference room. The slide has a white background with blue text. The text reads "Tennant Company: Innovating Within and Beyond the Core". Below this, the website "Thecasesolutions.com" is written in black. A vertical line is on the right side of the slide. In the background, there are two grey chairs and a dark wooden table.

Tennant Company: Innovating Within and Beyond the Core

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Birth of an Empire

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Milton S. Hershey was initially a caramel manufacturer. In 1894, Mr. Hershey founded the Hershey Chocolate Company, officially starting the birth of a chocolate and candy empire. Initially, the chocolate was meant to be a coating for his caramel products, however; later made just strictly Hershey sweet chocolate. What brought Mr. Hershey in fame was his own recipe for milk chocolate for his chocolate bars. Hershey's milk chocolate candy was made to be affordable to all since milk chocolate was a luxurious item in 1900 when Hershey's milk chocolate rose in fame.



Hershey's Products

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After making strictly chocolate bars and wafers, the Hershey Company expanded their creativity with the introduction of the Hershey's Kisses Chocolate in 1907. This marked the start of the evolution of the Hershey Company to expanded their products from just chocolate bars. This is particularly true after the Hershey Company bought former Hershey employee H.B. Reese's company REESE'S because of their famous peanut butter covered by chocolate. The Hershey Company currently sells over 300 products.





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Hershey's Rise in Media

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The Hershey Company never advertised prior to 1970. However, to raise profits, the Hershey Company first started to advertise through a Sunday newspaper. Two months after this advertisement, the Hershey Company made its debut on the TV screen as their first television advertisement went live. Additionally, the Hershey Company had also appeared on the radio for advertisements. This form of advertisement raised sales immensely as they expanded their markets. Hershey also had a deal with filmmaker Steven Spielberg that had Reese's Pieces appear in the blockbuster film E.T. the Extra Terrestrial in 1982. These forms of advertisement is the reason why Hershey is such a dominant company in today's society.



Hershey vs MARS

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Frank C. Mars founded the Mar-O-Bars company in Minnesota. Mars was initially known for his Victorian Butter Creams, and became a great successful company in the early 1920s. However, Forrest Mars(Frank Mars' son), is the man that pushed the Mars company to the moon. Forrest Mars is the reason that the Milky Way bar came into fruition and the Mars company continued its line of successful chocolates such as the Snickers bar and the Three Musketeers bar. The Mars company sky-rocketed to earning \$25 million dollars annually during 1932(And that was during the Great Depression), being the second most dominant candy company behind Hershey. These two company always pushed the limits with each other, bettering both companies to expand their product list and try to be the better company.



Hershey's Community Impact

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The Hershey Company has given back to the community, starting right back when Milton Hershey was alive, building the town of Hershey just for his workers. The Hershey Company donated \$3.1 million to United Way in 2014 and packed 250,000 meals. The main impact that the Hershey Company has is that of the children. Hershey presents 50,000 children with nutritional supplement Vivi in Ghana. Most notoriously is the The Milton Hershey School. This school was set up to provide children with damaged homes or unprivileged children and chance to learn the skills, education, and support to become bright individuals and effective citizens.



Hershey Today

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As of today, the Hershey Company is the largest chocolate manufacturer in North America. As of April 28, 2016, the price of stock for the Hershey company is \$91.66. The current CEO of the Hershey Company is John P. Bilbrey. Hershey also runs the Hershey Hotel as well as the renowned amusement park, HersheyPark. The Hershey Company currently is in business with more than 70 countries establishing itself as the dominant chocolate and non-chocolate confectionery company. The Hershey Company is currently ranked 376 on the Fortune 500 company list and last years fiscal records state the Hershey Company's revenue was approx. \$7.4 billion and the amount of profit of \$847 million. The Hershey Company is a dominant company, crazy to think a company that specializes in chocolate earns that much.