



The most interesting fact for Zotter is...



Country Sales

Country	Sales
Germany	100%
Austria	100%
Switzerland	100%
France	100%
Italy	100%
Spain	100%
UK	100%
USA	100%
Canada	100%
Japan	100%
China	100%
India	100%
South Africa	100%
Other	100%

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Zotter - Living by Chocolate
MGMT 64900
Brad and Jamie



Thecasesolution.com



VS



How can Zotter most lucratively compete against Godiva?

Zotter can continue their differentiated strategy of educating customers about chocolate, their methods of production, and leverage the quality of their organic ingredients. All in all continue to provide a "chocolate experience" to consumers. They can possibly adopt Godiva's direct to customer method that they employ

U.K. Projected Chocolate confectionery sales of 5.7 billion pounds

U.S Projected Chocolate confectionery sales of \$19.5 billion

**U.K. projected growth rate 2011-2016
3.46% per year**

**U.S. projected growth rate 2011-2016
1.52% per year**

Con

D

Competition

U.K.

U.S.

Cadbury, Mars, and Nestle account for 71% of sales with Cadbury dominating (31%)

Hersey and Mars⁵⁺⁷⁼ account for 70% of sales

Distribution

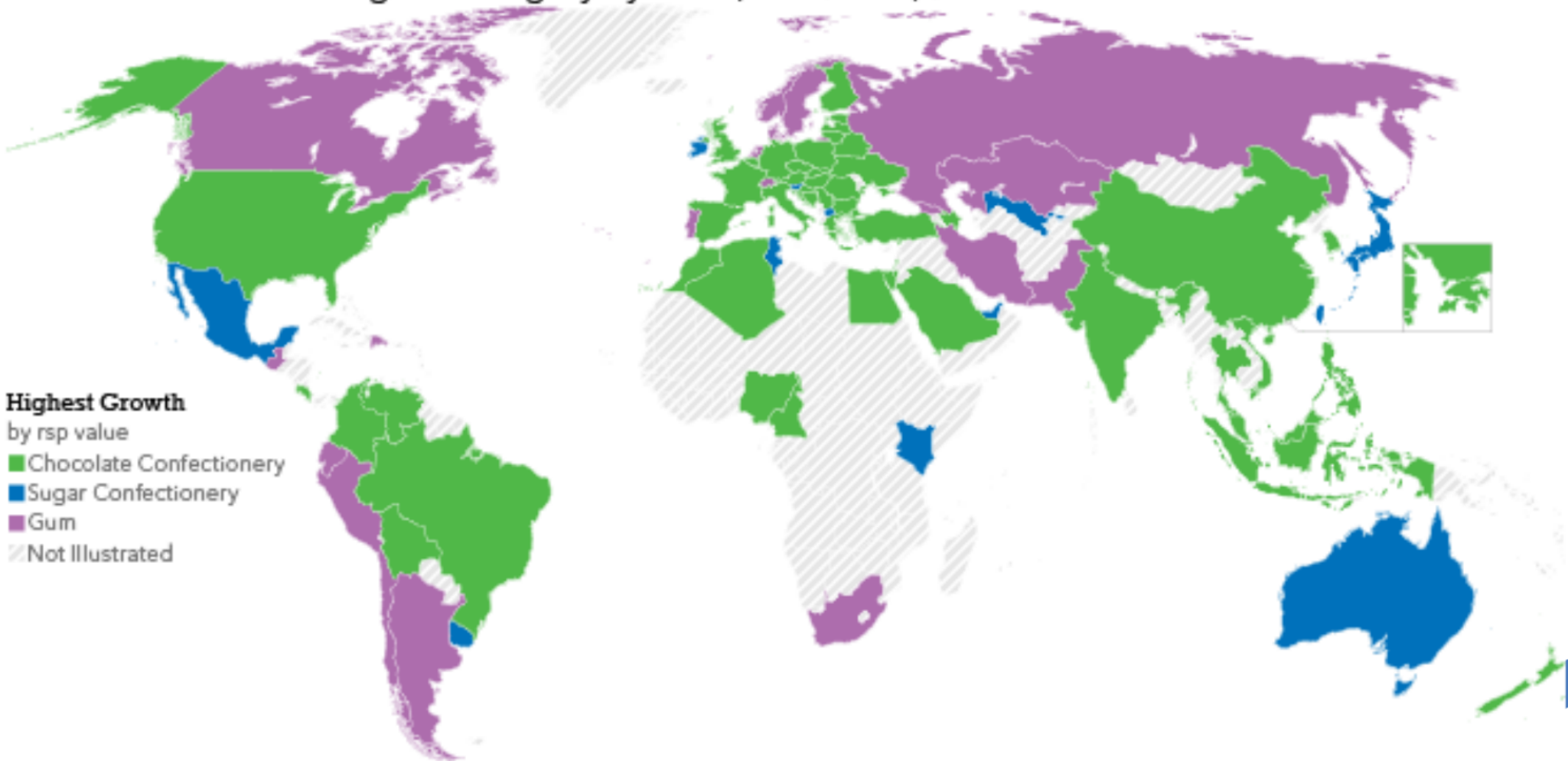
Confectionery specialists about 15.56% of distribution

Confectionery specialists about 6.30% of distribution

Compare



Chocolate Outperforms Sugar Confectionery and Gum Fastest Growing Subcategory by Value, 2011/2012, %



South Korea

Chocolate continues to be bought as a special gift and is rarely consumed as a daily snack. In addition, research suggests that South Korean consumers tend to make their own chocolate for gifts instead of purchasing packaged products.

Mexico

At the beginning of 2011 a new regulation came into effect aiming to reduce the consumption of certain products considered to foster childhood obesity. However, the regulation did not entirely forbid the sale of such products within schools.

Argentina

Functional gum is gradually becoming mainstream as adults become more aware of its benefits and companies achieve better product placement within kiosks. Sugar-free gum, combining liquid and solid flavours (eg Beldent Splash), has room to grow.



On a global basis (This IS Global Marketing Management!), where is it most advantageous for Zotter to develop target markets? Why?

The most advantageous place for Zotter is the U.K. and the U.S.





Put yourself in Zotter's shoes.
Should he continue to strive for
growth (at what cost?) or be content
with a nice, profitable "boutique"
business?

Zotter should continue to strive for
growth, however limit his distribution model
to continue to give customers a "chocolate
experience" which is what made him so
successful