

# A BUSINESS ANALYSIS OF GODIVA INTERNATIONAL A CHOCOLATE PRODUCER

*Intrinsic Attributes: The finest Chocolate Godiva international brand External Market Analysis UNITED STATES JAPAN EUROPE* — The.

This competition can be direct or indirect. Cahn, W. So, it is a good choice to sell Godiva Hong also through these two new distribution channels. The company also uses its website as an ordering facility and airing reputational concerns among strategic customer relations. This paper discusses an overview of the European chocolate brands in positioning their brands through different marketing strategies with evidence from historical records. This will demand more requirements from a Third Part Logistics provider which will result in a high distribution fee. This helps in decision making while evaluation makes or buy decisions of business segments. The company will hire the services of popular Dutch celebrities like artistes Nick and Simon by placing the new Godiva Hong in some of their videos. This has enabled it to observe business rules and regulations. Determinants of the brand equity: a verification approach in the beverage industry in Turkey. Journal of International Business Studies, 13 1 , 89â€” They also gathered some psychographic information such as these customers love to indulge but are still health conscious. Market segmentation aims to capture and reach a wide audience in terms of mass consumerism and marketing mass media. This research suggests that the business history perspective could establish a robust foundation of marketing strategies in the European chocolate industry and explain the industry system over time. Government trade regulations Regulation of business involves the application of the legal framework to control business segments in compliance with the law. Till date the company owns and operates over retail shops and boutiques worldwide and issues out six seasonal mail order catalogs yearly Godiva: Godiva Company is also required to pay tax to the government at the relevant applicable tax rate with respect to particular country of operation. Godiva has employed key strategies in the provision of sales volume to a great deal. This led to the company withdrawing the line of products relating to ice creams to avoid further disputes. This enables the company to realize quality sales through its image of higher priced items that are sold in luxurious joints. Godiva has been trying to utilize expansion strategies in the region of Asia and China in an effort aimed at owning a luxury category of chocolate Hanna, Conversely, in terms of dairy product production, there is a similarity in the first stage of the chain between the US and European. Sustainable hotel business practices. Price strategy is an essential role in marketing mix as it relies on demand and competitor performance; therefore, product prices change due to these main factors. Brand positioning through advertising in asia,north America, and Europe: the role of global consumer culture. Product Diversification. The emigration rate in the Netherlands is high, for this reason the population growth is expected to decrease while the aging of the population is expected to increase. The structure of this marketing plan is based partly on the structure presented in Export business plan The Netherlands