



Say It Sweetly !

CHOCOLATE GRAPHICS (VIETNAM)

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ART & DESIGN ON CHOCOLATE

## **Chocolate Graphics Vietnam Testimonial**

I looked at many franchise businesses in the past few years. The first time I saw Chocolate Graphics I fell in love with it! I liked it not only because it offers a unique product but also because of the huge opportunity to expand in Vietnam in both the business and retail markets.

I believe there are three factors that are extremely important for any business, and to be successful in launching Chocolate Graphics in Vietnam:

1. The uniqueness of the products and demand for them
2. The management team
3. Effective marketing strategy

Chocolate Graphics has all three - unlimited uses for the products, a great support team from headquarters in Australia, extensive licensee networks. In addition, and most important, the use of chocolate as a marketing tool is a new business concept here in Vietnam with great potential.

The Vietnamese market is divided into two segments: the business-to-business (B2B) market and the retail/consumer market. The retail industry is experiencing high growth rates in Vietnam, particularly the food and beverage sector, with annual growth rates currently higher than 30%. Chocolate Graphics Vietnam is working on a new concept for the retail market which is proving to be very successful and profitable.

We opened our Production Center in November 2009, and also opened a showroom at the corner of the intersection of seven streets in the Ho Chi Minh City business district. We installed a more than 80 square meter billboard to catch the eye of anyone traveling through the district; this has been a very effective marketing tool for us. The rent is quite high, but the location is excellent. The five-story building is home to the Production Center, our first showroom, and our Vietnam headquarters offices.

In the B2B market, we are concentrating our efforts on the HORECA channel (hotels, restaurants, and cafes), catering services (weddings, parties), corporate promotional gifts, and the very profitable bakery channel (which is our main source of revenue right now).

I'm very excited about the retail market! It's going so well we are anticipating expanding in the near future! Of course, it's so important that you know the retail market and your customers' wants and needs in order to adapt, design and produce the right products for the local market. To help us develop the right marketing strategy, we used an analysis process which included looking at the 4 Ps (product, price, place and promotion) as well as SWOT (strengths, weaknesses, opportunities and threats). The nice thing about the Chocolate Graphics business model is that you have the flexibility to develop the right concept for your particular region.

Message chocolates make perfect gifts for special occasions and holidays such as Valentine's Day, New Year's, birthdays, etc. The question is how can we make profit by only selling these chocolates occasionally? Holidays do occur year-round but store owners just can't wait for these holidays and make sales. They have to have sales daily - that's why the new concept is born.

Our retail store concept combines a traditional store and a chocolate coffee shop. In the traditional store, we have our very beautifully designed chocolates for sale. But we also offer fresh Belgian chocolates for



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customers to enjoy “on-the-spot” along with ice cream, cakes and drinks such as juices and waters. This “dual-store” concept works well for a retail space less than 50 square meters. The chocolate coffee shop will be a full-service coffee shop offering an exciting range of chocolate drinks and beverages. And of course our personalized embossed chocolates will be a big draw there as well.

From my point of view, this is a great business opportunity to invest in, not just because of its unique characteristics, but also because there are huge opportunities and unlimited uses for these products. We certainly experienced some difficulties starting out, but things are going well now. John Taylor and his team are always there to support us.

Let me know if you have any questions. I am happy to assist you and look forward to welcoming you to the Chocolate Graphics family.

*Ken La*

Director

Chocolate Graphics Vietnam

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