

Ghirardelli

Parent Company

Ghirardelli

Category

Chocolate

Sector

Food Products

Tagline/ Slogan

A timeless pleasure

USP

Premium exotic chocolate

STP

Segment

People looking to have high quality premium chocolate

Target Group

All age groups middle and upper class people

Positioning

Not just a chocolate but an experience

SWOT Analysis

Strengths

1.High brand loyalty

2.Great taste and packaging

3.Highly regarded as premium chocolate brand

Weaknesses

1.Expensive chocolates

2.Not easily available

3.Low advertising

Opportunities

1.Tap growing cities and retail chains

2.Have more variety and smaller gift packages

Threats

1. Other competing chocolate brands

2. Calorie conscious people

Competition

Competitors

1. Toblerone

2. Lindt

3. Ferrero Rocher

4. Cadbury

5. Nestle

6. Unilever

7. Mars

8. Hershey's