

Hershey's Chocolate Bars have the lowest market share in the chocolate industry. More and more consumers choose Hershey's competitors' products over the simple Hershey's Milk Chocolate Bar. Once the leader in the chocolate industry, Hershey's has lost considerable popularity among the fastest growing population, youth ages 12-18. Youth prefer Reese's, Snickers, Twix, Kit Kat and other more innovative chocolate bars.

Still, Hershey's Milk Chocolate Bar is considered top quality and has 100% mind share. Everyone knows and recognizes the Hershey's Milk Chocolate Bar brand. The problem: no one in the youth market buys them.

Hershey's is looking to invest in a new chocolate bar company owned and operated by a team of young entrepreneurs. However, it has yet to find a team that has an innovative and exciting new product and brand that caters specifically to the market of youth ages 12-18.

Part One

- > Design a simple market research survey.
 - Possible questions include but are not limited to the following:
 - Rank the top 3 criteria for chocolate selection from ingredients, price, quality, and packaging
 - What are your top 3 favorite ingredients?
 - What are your 3 favorite brands?
 - How often do you purchase chocolate bars?
 - What is the price you are willing to pay for a chocolate bar?
- > Implement the market research survey.
 - Draw conclusions based on the results of the market research surveys.

Part Two

- Based on the results of the market research and the conclusions you have drawn you must now:
- > Create a NEW product based on the results of the survey.
 - > Create strategy that addresses EACH part of the Marketing Mix (whatever method you used to teach your students the Marketing Mix).
 - > Design a NEW product name, logo, tag line, and packaging.
 - > Explain the reasoning behind the strategy.
 - > Create a 30 second commercial advertising the product. Your 30 second commercial will be your "pitch" at the end of the project. It should include the name, logo, and tag line at minimum.

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