

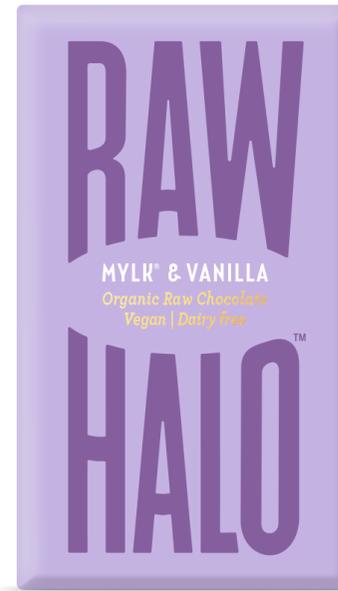
The Chocolate Project

Worksheets
&
Market Research

Name _____

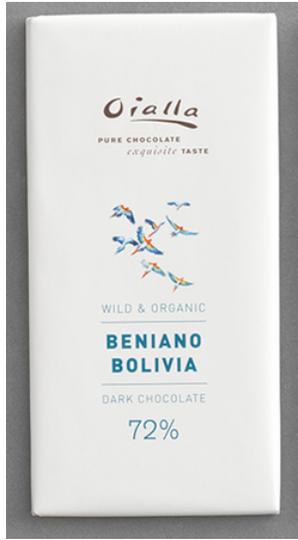
Notes / Ratings / Observations

				
Rating 1-5				
Taste				
Price				
Unique Selling Points				
Style / Packaging				



Rating 1-5				
Taste				
Price				
Unique Selling Points				
Style / Packaging				

	 <p>TONY'S CHOCOLONELY CHOCOLONELY® mel zeezout melk karamel</p>	 <p>TONY'S CHOCOLONELY CHOCOLONELY® white chocolate raspberry</p>	 <p>TONY'S CHOCOLONELY CHOCOLONELY® milk chocolate milk choc</p>	 <p>omflom CHOCOLATE DARK MILK OF TANZANIA 65% of cacao beans</p>
Rating 1-5				
Taste				
Price				
Unique Selling Points				
Style / Packaging				



other

other

other

Rating 1-5

Taste

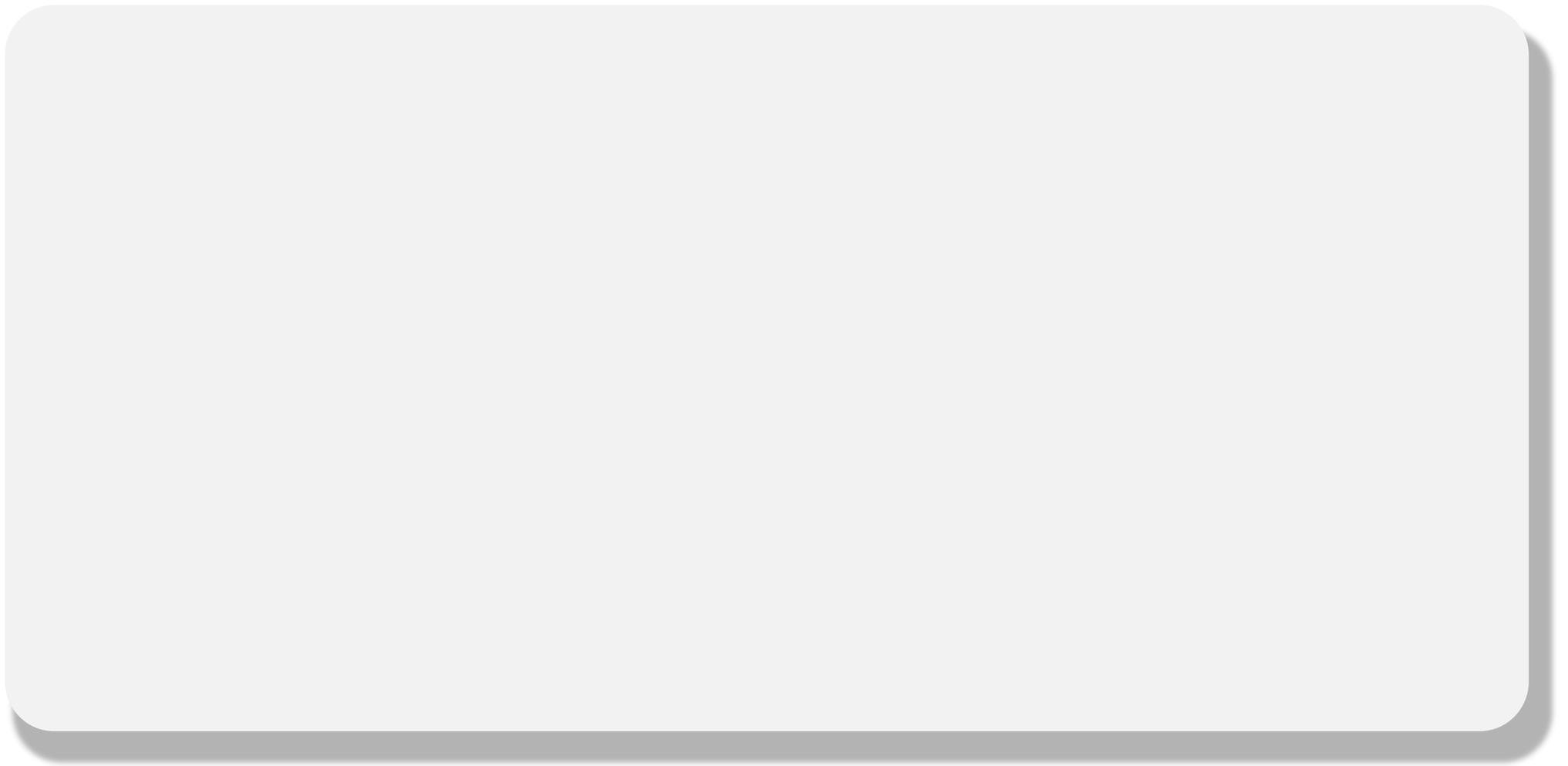
Price

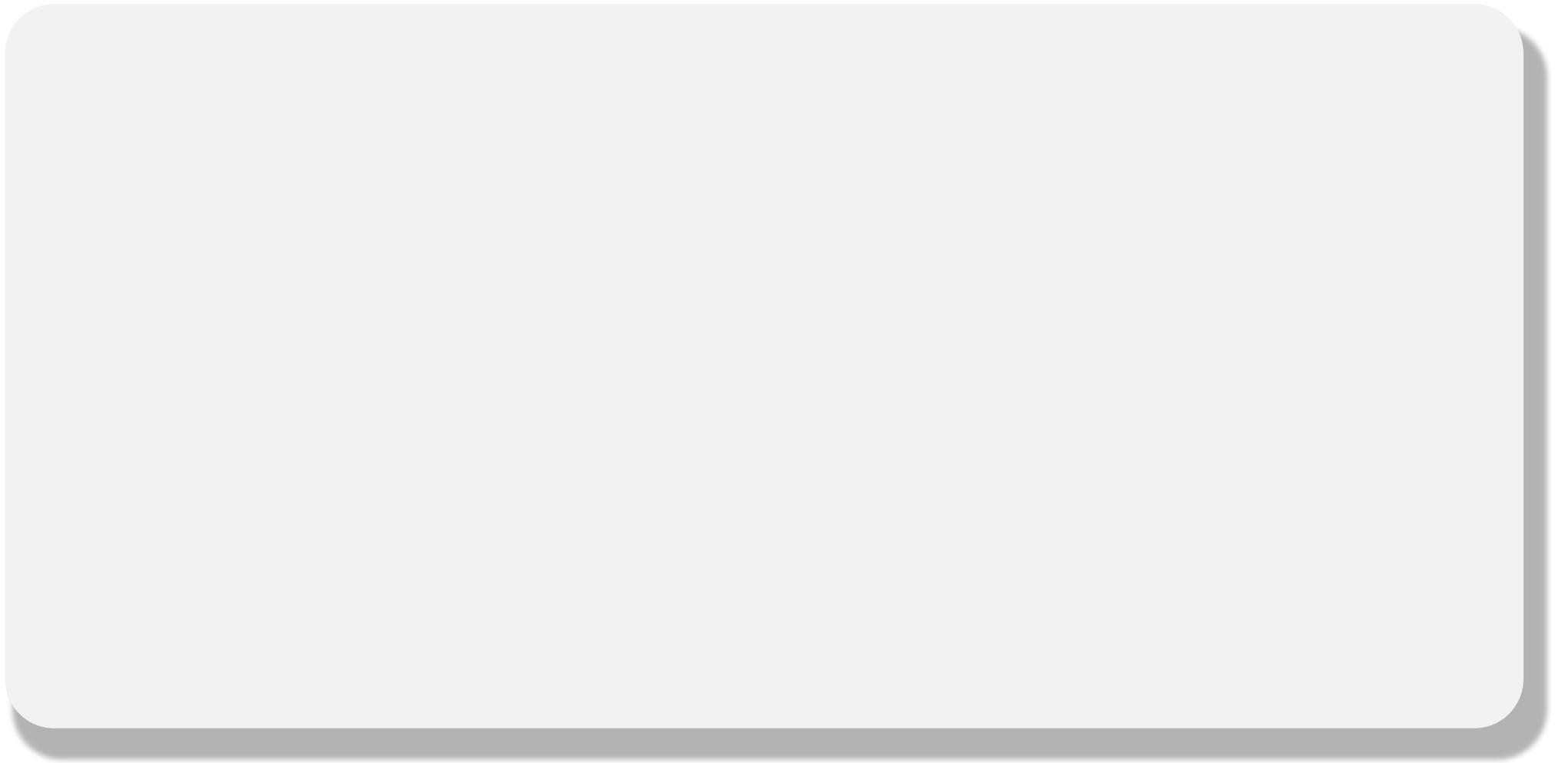
Unique
Selling
Points

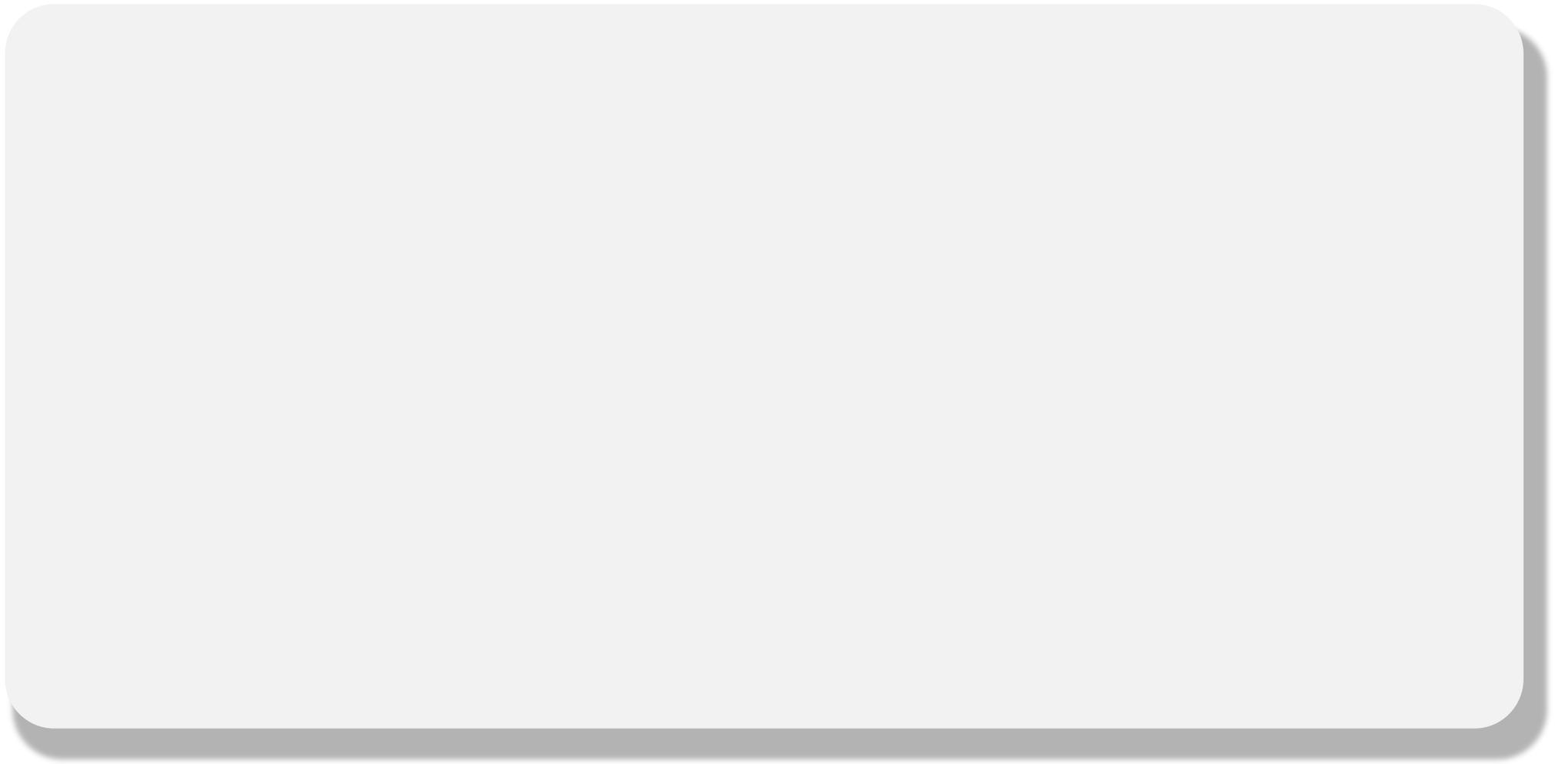
Style /
Packaging

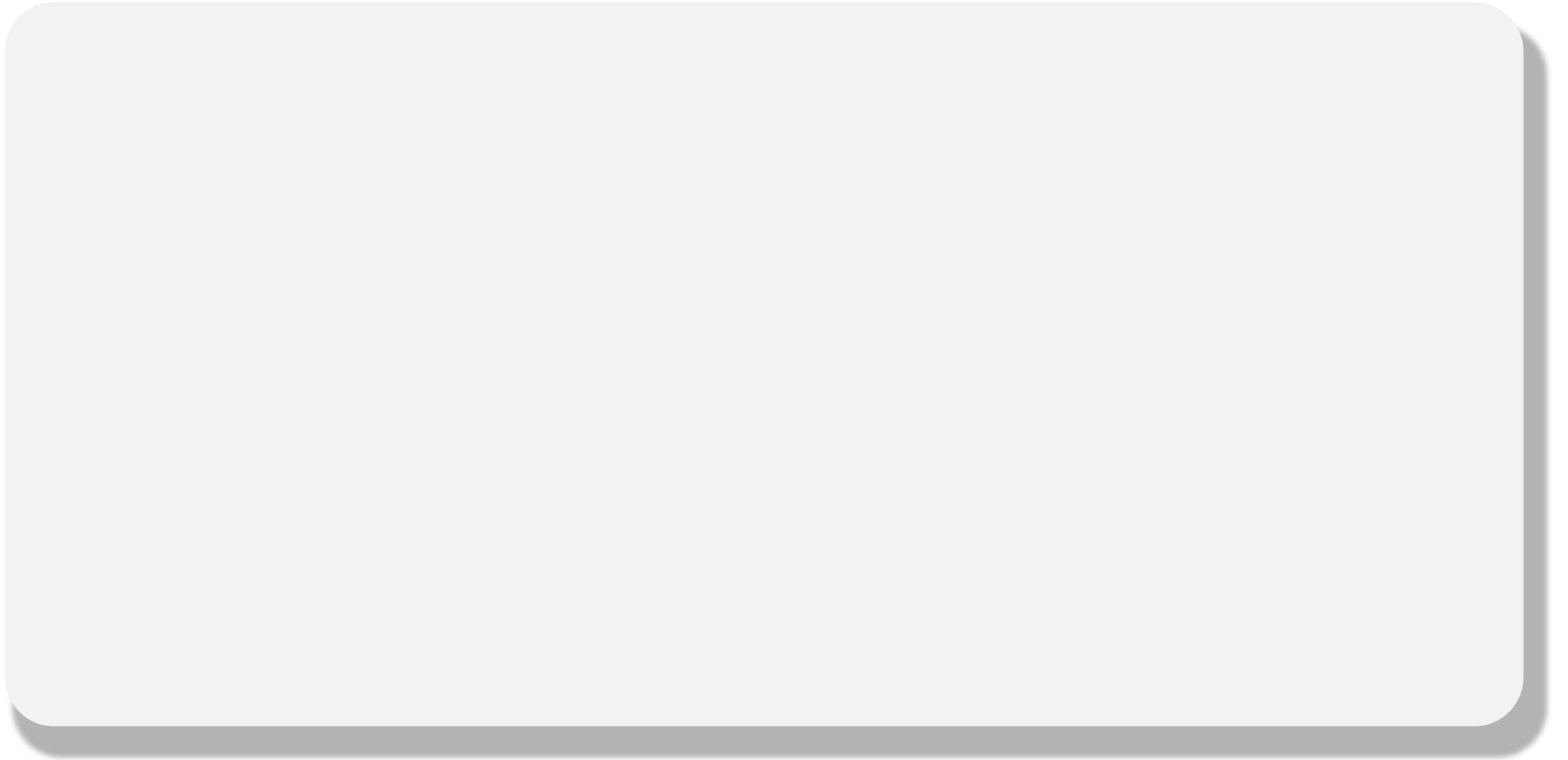


Design Sheets









Use the blank sheets to sketch or record ideas for things like:

Name

Flavours

Unique Selling Points

Brand

Audience

Bar Shape / Style

