



EXPERIENCE **EXCLUSIVE** INDULGENCE

CASE STUDY : COMPANY ANALYSIS

CHOCS VALLEY SDN BHD

PRINCIPLES OF ENTREPRENEURSHIP : ENT530
FACULTY & PROGRAMME : FACULTY OF ACCOUNTANCY & AC220
SEMESTER & GROUP : SEMESTER 4 & GROUP 1
PROJECT TITLE : CASE STUDY REPORT
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1. INTRODUCTION

1.1 Background of the Study

The background of this study are students that are currently pursuing their degree in bachelor of accountancy and one of the courses is the Principle of Entrepreneurship. In the Principle of Entrepreneurship, it teaches the student on what Entrepreneurship is and the important things about it. It explains how to know the market, business, operational strategies, ways to attract customers and also how to identify our targeted customers and many more. It also teaches the student and encourages the students to become an entrepreneur by explaining what are the strategies and business plans that a student can use in starting their own business.

In the course of Principle of Entrepreneurship, the student is given a task that is called a case study. In this case study the student is required to choose a small and medium-sized enterprises (SMEs) in Malaysia. Students are required to examine the company by interviewing the company that they choose and identify the problems that they are facing and the students should give a reasonable solution. This will help the company to operate efficiently and effectively. It also will help the company boost up their company performance. In this case study the students are exposed to the reality of how a company operates in terms of their sales activities and their financial activities.

In this assignment, our group decided to choose Chocs Valley as the company to identify their problems faced and give the best solution to them. Chocs Valley is a company that is known in the food and beverages industry. Chocs Valley is a F&B company that sells premium chocolates in Malaysia. They sell various types of premium chocolates, cookies and custom made chocolates. The reason we chose this company is because it is a very interesting company and rarely found a local company that produces premium & quality chocolates in Malaysia. By completing these assignments, it will help and teach the students about the theory of entrepreneurship and give an opportunity to the students to identify the problems of a company and generate new solutions to the company in real life. It also will give an important experience to the students in doing this assignment that is useful for their future.

1.2 Purpose of the Study

The students of Bachelor in Accountancy are given an assessment that needs to be completed under the course of Principle of Entrepreneurship. The assessments given are the case study that required the student to interview a SMEs company and identify the problems that faced by them and generate a new solution to the company so they can operate effectively and efficiently. The purpose of this case study is to give an overview and knowledge about a company's business, marketing and operational strategy of a company in real life situations. It also gives a useful experience to the students as they interview the company and learn about the business model canvas of the company and help them to give good solutions to the company on problems that they faced.

Throughout the process of this case study it will help the student to understand more about entrepreneurship. This also will help the student to realize that problems will arise during the process of running your own business and find the suitable solution for the problems. Other than that throughout this case study it will help the student learn about a real life company, how they operate and how they sustain their business for such a time. It also gives students a good experience, encouragement and practices as a knowledge for starting their own business someday.

In the process of making the case study, it will help the student to generate new ideas and automatically will produce a good entrepreneur in their future. Therefore, it will help our future economy by the new generation that decided and inspired to be an entrepreneur . In other words they will be able to create many more job opportunities for the community. This case study also gives an overview to the students about how business works and the foundation of how to start a business. In this process of case study, it will train the students to think creatively, innovatively and effectively in handling their business and when facing problems during running a business. Lastly, this case study will give an important experience and an overview of a real business and experience how the company handled their business and faced their problems to keep their business stay afloat.

2. COMPANY INFORMATION

2.1 Company Background



Refers to Figure 1.0

The name of the company that we decided to examine and interview is Chocs Valley. This company is a business that sells various designs of premium and quality chocolates that were made 100% of cocoa butter and different types of cookies. Chocs Valley also provides custom made chocolates and sells hampers according to customers' budget. The founder of Chocs Valley named Siti Noraizah started this business in 2016 with start-up capital of only RM 1,000. Siti Noraizah (The founder of Chocs Valley) is inspired to start the business because she loves chocolates and decided to do research and attended a few courses about chocolates in Europe and Malaysia. Therefore, she decided to open a company named Chocs Valley and run her business with all patience and hard work.

Other than the existing design of premium chocolates that Chocs Valley sells, they also do a custom made chocolates where customers can give their desired design to print on top of the chocolates according to the customers upcoming events. As chocolates are very much most people's favorites to give as a gift to someone who they love, Chocs Valley has created a special chocolates edition according to the festive seasons, birthday and Valentine. Other than that, Chocs Valley also provides a gift set and hampers for corporate gifts or personalized gifts. The range price of products in Chocs Valley starts at RM 8.90 and above.

Chocs Valley recently started to accept customers that wanted to visit their shops and experience the process of making chocolates. Currently, as the Covid-19 is now known as endemic, Chocs Valley opens for customers who want to purchase walk-in at their shops located at Seremban, Negeri Sembilan or customers can choose to purchase on several online

platforms such as shopee and lazada. Other than that, customers that stay around Seremban can purchase the product from delivery platforms such as grab food and food panda.

2.2 Organizational Structure

Organizational structure is a method that helps workflows in an organization or a company. It allows the members of the organization to work together smoothly and effectively by dividing their individual tasks and must be able to achieve the target given by the organization to help the organization operate effectively and efficiently.

As for Chocs Valley the most accurate organizational structure is the Hierarchical structure. Hierarchical structure is an organizational structure in which employees are grouped and have one supervisor in each group/team. In Chocs Valley the founder Siti Noraizah is the managing director and under her are several teams which are Administration and Sales team, Packaging team and Product making teams. Although Chocs Valley has not yet become a big company, It already has 5 people that work in the company and they are individually already divided in each team according to their specialties.

Siti Noraizah as the managing director and the owner of the company are responsible to give orders to the supervisor of each department on what to do and what are the achieved targets that are given individually to make sure that the company operates effectively and efficiently. Next as a managing director , Siti Noraizah has the right to obtain any records and reports about the company from the supervisor. As the supervisor, they must make sure that their departments are following the orders given and achieve their daily or annually target.

2.3 Products/Services

The main activity that Chocs Valley does is they produce and sell a variety of artisan chocolates, chocolate bars and cookies. Services that Chocs Valley provides are gift services such as the customer can add their desired ribbon and wish card to design on top of the chocolate box. Other than that, Chocs Valley also sells gift set chocolates, cookies and hampers. Chocs Valley also made custom chocolates for their customers to fulfill their customer desire.

Illustration	Product Name	Description
<i>Refers to figure 2.0</i>	16 Pcs Artisan Chocolate	There are 16 pieces of artisan chocolate that mix various designs of chocolates in one box.
<i>Refers to figure 2.1</i>	Cookies	There are 6 types of cookies that Chocs Valley produces and sells.
<i>Refers to figure 2.2</i>	8 Pcs Artisan Chocolate	There are 8 pieces of artisan chocolate in a box with various designs of chocolates.
<i>Refers to figure 2.3</i>	Chocolate Bar	There are 6 types of chocolate bars that Chocs Valley produces and sells.
<i>Refers to figure 2.4</i>	Chocs Valley Hampers	There are various types of hampers according to the customer's budget. The hampers price starting from RM 150.

2.4 Business, marketing, operational strategy

Business Strategy

Business strategy that is currently used by Chocs Valley is by targeting the individual customer, corporate company and gifts. This is because chocolates are known as the best gifts that everyone loves. Therefore, Chocs Valley is focusing more on the product produced for festive season, birthday, valentine and corporate gifts. Other than that, Chocs Valley also focuses on customers that buy in bulk as it is more profitable for the company and also can give the best price to the customers.

Marketing Strategy

Marketing strategies that Chocs Valley used one of them are business to business strategy where businesses can sell their stocks to other businesses in order to find more customers. Chocs Valley also recently just started to create content about their products and business in social media platforms to attract more customers and help the company to be known better by the people. For example, Chocs Valley used Instagram live to promote their product or make various types of posting about their products on Facebook and Tiktok. This is because in this era most people spend more time on their social media. Therefore this strategy will help the company to boost their sales and help the company to be known.

Operational Strategy

As for Chocs Valley, they currently use the product and services strategies by making sure that the products sold are in good condition and the product must do a quality check to make sure that they fulfill their customer satisfaction. Chocs Valley also uses the customer driven strategy for their operational strategy as they try their best to fulfill the customer expectation by improving their customer service day by day. For example, Chocs Valley always improves their packaging design to a better quality design and secure packaging.

2.5 Financial achievements

Profit is an absolute number derived by the amount of income or revenue generated in excess of a company's costs or expenses. It shows on a company's income statement and is computed as total revenue less total expenses. The goal of any business, regardless of its size or scope, or the industry in which it works, is to generate a profit.

As for Chocs Valley, profit is a very important and crucial part in making a business and to keep the company stay afloat. Therefore, Chocs Valley is already open for business from 2016 and currently has some loyal customers. The major financial achievements for Chocs Valley from 2016 to this day are around RM 500,000.

3. COMPANY ANALYSIS

Business Model Canvas (BMC)

KEY PARTNERS <ul style="list-style-type: none"> - Lembaga Koko Malaysia - Lex MY & Shopee Xpress 	KEY ACTIVITIES <ul style="list-style-type: none"> - Making various types of premium artisan chocolates & cookies - Sales and marketing - After Sales 	VALUE PROPOSITION <ul style="list-style-type: none"> - Handmade chocolates made with unique design - Serve with high end packaging - Premium chocolates with affordable price 	CUSTOMER RELATIONSHIP <ul style="list-style-type: none"> - Chocolate gifts when customer's birthday - Provide clients with good service 	CUSTOMER SEGMENT <ul style="list-style-type: none"> -People who love chocolates, Kids and Adults -Corporate companies -Catering business
	KEY RESOURCES <ul style="list-style-type: none"> - Physical - Human - Premium Ingredients 		DISTRIBUTION CHANNEL <ul style="list-style-type: none"> - Website - Instagram - Facebook - Foodpanda mart 	
COST STRUCTURE <ul style="list-style-type: none"> - Raw materials - Electricity - Machines and equipment - Salary - Maintenance - Bill & utilities 			REVENUE STREAMS <ul style="list-style-type: none"> - Online sales - Retail sales - Shopping sale - Delivery fee 	

3.1 Customer Segments

Customer segments is the division of customers into groups based on similar criteria so that businesses may promote to each group efficiently and properly. It allows the company to better tailor their marketing efforts to a variety of customers. Chocs Valley has their own targeted customer which is divided in these categories.

Kids and Adults

Instead of being a tasty treat for kids, chocolate has captivated enormous populations around the world. Chocolates are often regarded as the most popular and well-liked food and beverage products enjoyed by people of all ages. It also has been found that most of the top buyers of chocolate, often for fans who love chocolate, are many among teenagers and the elderly. Chocs Valley produces a high-quality, sweet milk chocolate designed specifically for children. In addition, high cocoa butter content chocolates are used for making this premium chocolate. As a result, customers may be attracted to buy Chocs Valley unique style in handmade premium artisan chocolate which is reasonably priced especially for kids and adults.

Corporate Companies

This company took an opportunity to sell their chocolate to targeted customers like corporate companies. On the occasion of an event, selling chocolates to them is a very interesting move. Employees, clients and distributors could enjoy new snacks on the table together. Happiness and a good relationship is needed in such an event and the chocolate is the “Key”. On the opportunity, a corporate company held some games in the event and these premium chocolates could be the gifts to the lucky winner.

Catering Business

Upon preparing food and beverage for an event, catering would probably be suggested. Premium chocolates are sweet and tasty. It is recommended to eat as a dessert at an event. Catering company could be Chocs Valley’s targeted customer because they have an option to choose Chocs Valley for their chocolate selector.

3.2 Value Proposition

Chocolate is made from 100% cocoa butter and using premium ingredients. It is full of sweets and love. It melted when we took a bite and made kids or even adults fall in love with chocolates.

Design

Design is the most crucial part in every type of chocolates. Whether the shape of it is triangle, rectangular, oval or even hemisphere. They all were designed elegantly and exclusively. It looks more pretty when it is presented to the audiences. Chocs Valley has no doubt to sell it with a good price because the chocolates are perfectly designed.

Packaging

A good product needs good packaging. Packaging is significant for branding. As we eat chocolates with such good packaging, the taste and the feels seems different to the one of the chocolates that had no good brand packaging. Maybe it sounds weird, but it is what it is. For example, chocolate products such as Ferrero Rocher presents chocolates with a golden packaging. It is a good packaging and branding because the audiences believe it is a luxury and exclusive chocolate. Hence, Packaging makes a huge difference for the perception of the chocolates.

Price

Chocs Valley produces various chocolates and all of them have their own names and deliciousness. A good and normal quality of chocolates are sold with a low price. It is suggested for customers who want to try Chocs Valley's chocolates for the first time. Then, luxurious chocolates with very expensive ingredients are sold at a mid-range price. It is recommended for customers who have known Chocs Valley and want to try the luxurious chocolates. Lastly, Chocs Valley had a limited edition chocolates and it is not produced all the time. This type of chocolates are made with very expensive ingredients and are made by dedicated chocolates specialists and not all of the customers could afford these high expensive and luxurious chocolates. These chocolates are recommended for loyal customers who really love Chocs Valley's chocolate and for the rich people's choices.

3.3 Distribution Channel

Chocs Valley took opportunities of the platform that the world was ready for them such as instagram, facebook, website and foodpanda mart. Distribution channels could be used in online channels and offline channels. Online channels are basically the media social platform and digital channels whereas Offline Channels are non digital channels. Offline channels is such a shop where customers can walkin, signboard's shop where people could know Chocs Valley and good communication with people. When people like and love you, they buy from you.

Website

Website is significant in a chocolate's business or any other business. A good website is a website that has good quality pictures. The pictures of chocolates in the website must be presented beautifully or otherwise the audience will not love to access the website. Then, the website should prepare a blank for customers to fill up their bio who are interested in Chocs Valley's chocolate. A good customer bio must be their name, contact number, address and email. This is an important move because the website could keep the customer data. When Chocs Valley had a customer contact number, they could easily contact them and message them about their promotion. Keep the customer up to date and this will make the customer always find Chocs Valley is the best chocolate. The email that had been filled could be sent by Chocs Valley. Update the customer often and give them promotion by emailing them. With this technique, the customer always remembered Chocs Valley.

Instagram

Instagram gives a huge opportunity for Chocs Valley for them to make content about their chocolates. In addition, content making chocolates could attract customers who love chocolate. Instagram has an advertising tool which is called "Ig Ads". Ig ads is paid advertising. By having these Ig ads, Chocs Valley posting would reach millions of people. Hence, this handmade premium chocolate could be easily sold due to more people knowing Chocs Valley. Moreover, Instagram has a free marketing tool which is a normal posting. An excellent posting is very good content that went viral on the internet. A good content such as storytelling, teaching, and sharing a good knowledge about chocolate. People love to see new knowledge on Instagram.

3.4 Customer Relationship

Chocs Valley maintains their relationship with their customer by providing customized chocolates and providing good customer service. These are the examples that could be a good present to the customer.

Customer's Birthday

As Chocs Valley keeps their customer data, they can find out their customer's birthday from the customer data. Choco Valley had an opportunity to give chocolates to their beloved customers on their birthday. Chocolates are given to the customer by posting or COD. By referring to customer data addresses, Chocs Valley could send their gifts to customers. Who does not love chocolates as a gift? Hence by this technique, the customer will always remember Chocs Valley.

Service

Good communication is a good service for appreciating customers. Maintaining a good service makes the customer remember about Chocs Valley. Other than that, Chocs Valley must fulfill the promise with customers when they do make promises. If there are any problems when keeping out with promise, Chocs Valley must inform the customer. This issue is always related to ordering chocolate. Customers could easily receive chocolates in any urgency. Hence, Chocs Valley will be remembered as a good service business and they keep the promises.

3.5 Revenue Streams

A revenue stream is an important component of a company model since it drives strategy, planning, and investment. Revenue streams ensure the survival and sustainability of the company. It is because revenue streams pay the bill, rent expense, salary, marketing and ingredient cost. There are many types of revenue streams such as online sales, retail sales, foodpanda mart sale, shopping sale and delivery fee.

Delivery fee

Chocs Valley can charge the delivery depending on the customer's location. If the location is nearby, the delivery fee will be low. Whereas, it will be charged higher when the location is far from the shop.

Online Sales

Chocs Valley had their online platform for customers to purchase chocolate. Once a customer purchases from an online platform, the money will be transferred online such as online banking like Maybank2u and CIMB click. Thus, this platform made them easy to use and an option to the customers.

Shopping Sales

Shopping sales come from customers who pay at the Chocs Valley's shop. It could be cash, credit card or debit card, online transfer and e-wallet. Customers have a choice how they will pay for the chocolate.

3.6 Key Activities

Key activities are very important in order to run the business. It must be done to make sure the company can deliver a value proposition to its customers.

Production

The production process is one of the key activities of Chocs Valley. This activity involves making various types of premium artisan chocolates and cookies. Each of the products are well made by them to make sure they come out with a good quality and outcome to satisfy the needs of customers.

Sales and marketing

Chocs Valley always makes sure they follow up with potential clients every few weeks to stay on top. This key activity is mainly done on social media like facebook and instagram due to it is the easiest approach and fastest way to reach the customers. Furthermore, good marketing requires gathering the market information and analyzing the information to match the latest trends on advertising the products.

After Sales

Every time Chocs Valley receives customer feedback, the workers who are in charge of managing company social media will post the feedback on Chocs Valley's instagram stories in order to attract more customers. This will help the growth of the company.

3.7 Key Resources

Key Resources describes the most important assets required to make a business model work. These are the resources that allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues.

Physical

This category includes physical assets such as manufacturing facilities, buildings, vehicles, machines, systems, point-of-sales systems, and distribution networks. Example of Chocs Valley's physical resource is the chocolate processing machine. With this machine, it will make Chocs Valley's process of making chocolate easier and they do not have to do it manually which consumes a lot of time. They will especially use the chocolate processing machine when they have orders in bulk. They also use a freezer to maintain the temperature of the chocolate so it will be in shape and does not melt.

Human

Every enterprise requires human resources, but people are particularly prominent in certain business models. Chocs Valley human resources is mainly on the well training and skill workers. As for the owner, she has been studying and training to make artisan chocolate in Europe as well as in Malaysia. To make various types of chocolate and patterns it requires a lot of knowledge and skills. Not all people can do it if they do not have the creative mind to create something unique with chocolate. There are 5 people that work in the company and they individually have been assigned to the team according to their specialties.

Premium Ingredients

In order to maintain the name of the company and ensure its growth successfully, using the best quality of ingredients and maintaining the use of the high quality ingredients is a very crucial thing to do. Chocs Valley has been maintained by using only premium ingredients to produce their chocolates to make sure they give the best to their customers. The high quality ingredients include cocoa, caramel, nuts, and flavors.

3.8 Key Partners

Key Partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners, etc.

Lembaga Koko Malaysia

Lembaga Koko Malaysia is one of the most important key partners for Chocs Valley in order to run the business. This is where Chocs Valley got their raw materials which is the cocoa. This supplier ensures that Chocs Valley will keep doing their daily activities without the shortage of raw materials.

Lex My & Shopee Xpress

Chocs Valley collaborates with Lex My and Shopee Xpress in order to deliver their products to the customer's doorstep. Chocs Valley uses the nationwide courier service since they mainly use Lazada and Shopee for the customers who purchase the product online.

3.9 Cost Structure

Cost structure is the aggregate of the various types of costs, fixed and variable, that make up a business' overall expenses. Companies use cost structure to set pricing and identify areas where expenses can be reduced.

The cost structure of Chocs Valley consists of fixed and variable costs such as raw materials, electricity, machines and equipment, and salary. For the variable costs, it will vary since it is depending on how many people buy their product each month. For example, sometimes there will be a big company who orders in bulk for an event and that will make the variable cost of the company become higher in that month. As for the fixed cost, it remains constant. For example, the cost for maintaining the machines and equipment are fixed since no matter how many products they produce, the company will make sure that their machine and equipment should be inspected by the professional every 3 month.

4. FINDINGS AND DISCUSSION

4.1 Finding

Even if a company has been in operation for a long period or for a short time, it is guaranteed to encounter challenges. Well-known companies are now having troubles as well, although this is difficult. Choc Valley, based on our findings and discussions, is a long-running firm that is presently experiencing issues owing to internal or external factors. The following are the company's major issues:

4.1.1 Hot weather will affect the chocolates that are delivered to customers.

Customers across Malaysia purchase this chocolate made by Choc Valley Sdn Bhd. Choc Valley has a shipping technique that covers all of Malaysia, which is great for customers but creates problems for Choc Valley. As we all know, shipping a product to a customer takes a long time, anywhere from 2 to 5 days depending on the distance. So, if you need to ship the chocolate within 2-5 days, don't be surprised if it melts or gets damaged. This is because the unpredictability of Malaysia's weather has an impact on the chocolate's quality.

For example, because Malaysia was for the last part of the Northeast Monsoon, the phenomena of sudden temperature rises are predicted to persist. Rainfall was quite low in Peninsular Malaysia during the time, according to the Malaysian Meteorological Department (MetMalaysia). If Choc Valley does not take the first step, it is likely that it will face plenty of further problems by itself.

Chocolate should be stored in a cold, dry, dark area or in a place with minimal light exposure to maintain its quality. Chocolate should be maintained at a constant temperature of 60-70 degrees Fahrenheit, according to The Spruce Eats (16-21 degrees Celsius). Furthermore, a humidity level of only 50% is recommended in the storage area to reduce the chance of overflow, since water can cause brown rot. MetMalaysia reported the highest temperature in January at 36.6 degrees Celsius at the Chuping Meteorological Station on January 29. The temperature in the environment and the temperature at which chocolate should be kept maintaining its quality differ significantly.

As a result, when the product reaches the customer, the chocolate is likely to melt or rot. Customers will have a negative impression of Choc Valley because of this. Even when the

chocolate is in good condition and ready to be shipped, the temperature conditions cause the chocolate to spoil. Furthermore, today where everyone is active on social media, they will post negative reviews about this chocolate. Other individuals who want to try it will eventually change their minds, resulting in people refusing to buy the product. Where sales dropped short of expectations and unsold chocolate stock nears the final of its life span.

The customer may also request a refund or replacement chocolate from Choc Valley. Indirectly, this increases the expenses.

4.1.2 Shortage of cocoa from Malaysia.

Growing the number of entrepreneurs in Malaysia is comparable to mushrooms. Some of them sell things that are comparable to those sold by other business owners. This makes raw resources more difficult to come by, and demand for them rises. This issue is comparable to Choc Valley's, where an increase in the usage of cocoa by Malaysian businesses has resulted in cocoa scarcity for chocolate manufacturers. For example, ten businesses want 100 tons of cocoa, but only 50 tons are available in Malaysia. Not only Choc Valley, but all Malaysian enterprises are suffering because of this scarcity.

In Malaysia, Guan Chong Cocoa Manufacturer Sdn Bhd in Pasir Gudang is Malaysia's largest cocoa grinding company and the world's fourth largest, with a capacity of 250,000 tons per annum. To ensure that the supply of cocoa can meet market demand, the government always strives to strengthen the cocoa industry through crop integration programs as a new direction of the 12th Malaysia Plan (12MP). The country's cocoa industry is undergoing a transformation, with the cocoa bean grinding sector growing rapidly making Malaysia the largest grinding country in Asia and the fifth largest in the world. The issue now is that the local cocoa industry is facing a shortage of cocoa bean production which could affect the downstream development of the commodity sector if no proactive measures are taken. In 2020, for example, Malaysia will only be able to produce about 814 tons of cocoa beans compared to the needs of local grinders of 344,488 tons per year. Cocoa bean production is now seen to be increasingly affected due to the reduction of cocoa plantations due to land use competition. This situation has made Malaysia dependent on imported cocoa beans with a total of 344,674 tons per year.

4.1.3 International companies as competitors.

Chocs Valley is up against a lot of competition. Chocs Valley should be aware of a large number of competitors because their company is in the confectionery and chocolate industry. Cadbury, Kit Kat, Lions, Kinder Bueno, Vochelle, Ferrero Rocher, Toblerone, Mars, and others, for example, competed fiercely in Malaysia. Rather than Chocs Valley's chocolate, those brands are readily available in any retail store or supermarket. Some of the brands are also reasonably priced, whether for teenagers or adults. Chocs Valley's corporation should be aware of their positioning strategy and price skimming strategy in order to keep their name in the hearts of customers, particularly in Malaysia. Because if Chocs Valley does not leverage its capabilities effectively, they may lose clients as a result of this difficulty or challenge. As a result, in order to compete with those companies, the corporation needs to maximize its strengths. They should make use of their technology, advertising talents, and community involvement to acquire clients' trust and brand their name throughout Malaysia.

4.1.4 Craft chocolate makers lack marketing skills.

Chocolate production is not only costly, but it also leaves little time (or money) for marketing and promotion. Craft chocolate companies frequently use obsolete promotional techniques, neglect their social media accounts, and give low-quality, nearly unprofessional educational content (from newsletters to brochures). Crafters frequently lack well-thought-out distribution and retail strategies. They will sell to anyone who wants to buy their goods, not only those who fit their long-term brand goals. Companies are promoting themselves aggressively and properly both offline and online in an era of strong competition in every area. Craft chocolate makers, however, are left behind.

In Chocs Valley, they also lack in promoting their business. It is because they did not have much experience in social media. Moreover, today's society spends more of their time by opening up social media and they are also more likely to buy goods online than offline. Therefore, Chocs Valley is somewhat lagging behind in terms of promoting their wares. Although Chocs Valley has several social media accounts, they are not very active and take the opportunity to promote their business.

4.2 Discussion/Recommendations

After finding and discussing Chooc Valley's challenges, we've come up with a few options that Chic Valley may use to solve the situation.

- Deliver with dry ice and a thermal bag

Choc Valley can use dry ice and thermal bags to prevent chocolate from melting during delivery to customers. Perst Air Devices of Long Island created the phrase "dry ice" in 1925 to describe cubic carbon dioxide (CO₂). Although "dry ice" was initially a trademark word, it has now become the most popular name for carbon dioxide in a solid, or frozen, condition. The temperature of dry ice is lower than that of regular ice generated from frozen water. It is carbon dioxide gas that has been frozen at a temperature of -109.3 ° F or -78.5 ° C or below, as opposed to water ice that has been frozen at 32 ° F or 0 ° C or lower. Because it is colder to begin with, keeping your ice chest cool should be easier. Dry ice doesn't melt either, leaving water stagnate. It becomes a gas rather than a liquid when it heats. This ensures that your ice chest's contents do not end up in stagnant water. A thermal bag, also known as a cool bag, is a type of outdoor bag that can be used for a picnic or in everyday life. It is used to store a variety of foods and maintain their temperature and freshness. The thermal characteristics of the bag are as follows :

- a. Heat and cold preservation are the basic functions of heat preservation bags. It is a special bag with a short time heat preservation effect, which can keep cold/heat. The insulation layer of the product is Pearl cotton + aluminum foil paper cans, which can provide a good heat preservation effect.
- b. Durable to have a large impact resistance, heavy pressure or impact is not easy to break, will not leave scratches.
- c. Fresh sealing test standards are evaluated by moisture testing. High -quality heat preservation bags are 200 times lower than the humidity of the same product, which can keep something fresh for a longer time.

Advantages

It has been proven that using dry ice and thermal bags to deliver chocolate to customers can maintain the quality of the chocolate even if it takes a long time. Although sometimes the courier service takes a long time to deliver this does not pose any problem. So, as long as the chocolate is placed with dry ice and stored in a thermal bag, it doesn't matter how long it lasts because it lasts. Dry ice is also used by most Malaysian traders to maintain product quality. As a result, chocolate will arrive safely, and customers will be satisfied with Choc Valley's service. In fact, dry ice has a short lifespan. This dry ice storage should not be at home freezing temperature and make sure it is frozen as it needs to be at -109.3°F or -78.5°C or it will just disappear as gas. So, with the presence of this thermal bag can maintain the lifespan of this dry ice because the steam is only in the bag. Dry ice will not melt easily which can help the chocolate to be at the proper level

Disadvantages

The high level of sophistication in the items must have some disadvantages. This dry ice must be researched and used correctly. Put on a pair of hefty, protective gloves. However, because dry ice is so cold, it can harm your skin and cause frostbite. Do not keep in airtight containers. Because dry ice always mimics carbon dioxide gas, keeping it in a closed container will cause tension to build up. The container has the potential to explode if it is sufficiently constructed. Dry Ice is extremely cold and can harm your health, therefore do not taste, ingest, or drink it. Choc Valley should give directions to their customers on how to manage the dry ice, as this may cause problems for them. Based on a full article shared by a mother where her son put the dry ice in his mouth. As we know, this dry ice even physically looks cold but if we get into the mouth it will cause extreme heat. Regarding the case in Moscow, The Independent reported that as soon as dry ice was put into the pool, the guests present became short of breath and unconscious. Dry ice is frozen carbon dioxide used to create a thick vapor effect when placed on water. Furthermore, the cost of dry ice and thermal bags is too high. Choc Valley, on the other hand, must use it to maintain the quality of their chocolate.

- Import cocoa from overseas

Chocs Valley can address the problem of cocoa shortage by importing cocoa from abroad. There are various countries rich in cocoa yields such as in Brazil, Mexico and Peru. By using this technique, it was able to streamline the chocolate making process at the Choc Valley company.

Advantages

Cocoa from other countries was found to be of greater quality than cocoa grown in the country. This is because the method of harvesting cocoa in other countries is more complex, resulting in higher-quality cocoa. Basically, we can ask how all of today's well-known chocolates originate from abroad. Why is chocolate less popular in Malaysia among tourists? So, if Choc Valley modifies the medium of chocolate production by converting high-quality cocoa from outside, the chocolate will be equivalent to today's popular chocolate. If the text specifies that this chocolate is manufactured from high-quality cocoa, buyers will be attracted. It may instantly improve the flavor of chocolate and attract a large number of buyers. Choc Valley products have the potential to compete on the international market in the long term. Finally, if this product becomes well recognized, it will be exported due to high demand from people in other nations.

Disadvantages

Imported goods turned out to be more expensive than those domestically produced. This is due to the various expenditures Choc Valley has to face while buying cocoa. For instance, the cost of the raw material, transportation fees, and taxes. Depending on the required cocoa percentage, 300 to 600 cocoa beans are processed to manufacture 1 kilogram of chocolate. The official price for one tons of cocoa in Malaysia is RM6350, whereas the official price for one tons of cocoa for import is RM 9594, according to the MALAYSIAN COCOA BOARD's official website. Choc Valley will incur additional expenditures as a result of the significant price disparity. It's also important to consider the time it takes for cocoa to arrive, as this delays the chocolate's processing. Furthermore, if most businesses import items from other countries on a continuous basis, the national currency's value will rise. The price of imported cocoa will rise indirectly.

- Compete with outsider competitors by upgrading the customer service

Providing great, and memorable, customer service is a great way to build loyalty among Chocs Valley's customers and differentiate yourself from the competition.

Advantages

Without a question, a customer who is happy and content with the service they received, who has received personalized attention that is tailored to their needs, has more purchasing possibilities than a customer who feels neglected or who has had a negative experience. Furthermore, that customer will be more ready to buy or try additional items or services (cross-selling). According to a Forrester Research research, organizations that focus on customer experience management have a 14% edge over those that do not in terms of customers' willingness to buy more. Chocs Valley can also boost profits by charging a greater price for a high-quality service or product than the competition without risking losing customers since customers enjoy the complete experience rather than simply the price.

Disadvantages

However, Chocs Valley needs to hire employees who have a full understanding of not just their products and services, but their brand as a whole. Don't rush the process of hiring customer service team members. Finding the right people for the job is more important than filling those jobs. Thus, this is a bit challenging to Chocs Valley to hire the workers as they need to invest their money to pay the workers and pay for their training.

- Hire a famous social media influencer to promote the product through social media

Influencer marketing has proven to be a noteworthy approach that many brands use to reach and attract customers. A rising number of companies are turning to influencer marketing to advertise their products and services. Indeed, 71% of advertisers believe that influencers engaging in product promotion will bring in quality traffic and leads. Chocs Valley might also take advantage of this chance by utilizing these services to build their business.

Advantages

Working with the proper image influencers might help Chocs Valley reach a larger audience. They will have to put in some manual effort to find the proper influencers for their speciality and sector. Chocs Valley might approach influencers who promote similar businesses to theirs. This makes it easier for them to identify influencers who have a group of people they want to reach out to. Furthermore, Chocs Valley has the ability to reach thousands, if not millions, of devotees of powerful powers that they could not reach on their own. Influencers can help them bring new potential clients and customers to their existing database, regardless of which online media platform they use.

Disadvantages

Chocs Valley, on the other hand, will have to put in some time and effort to find the right force to be reckoned with for their missions. It can be quite damaging to their image if they do not collaborate with the correct influencers. Furthermore, employing an influencer takes a significant amount of time, whereas an influencer marketing campaign necessitates effort to meet its requirements and demands some money and labor to start up. Chocs Valley must conduct research and identify an influencer who fits their image, prepare collaboration agreements, support the content their influencer has arranged, and track campaign success. If Chocs Valley wants to see the benefits of an influencer marketing campaign, they'll have to go through this process, which will cost money.

5. CONCLUSION

It is clear that being an entrepreneur is not as easy as we thought. There are various challenges and obstacles that every entrepreneur has to face. A successful entrepreneur must prepare themselves mentally and physically strong to further develop their business. As we have seen, all of a sudden a wave of covid-19 hit the whole country that left us all quarantined. For them, this is a big problem where sales cannot be made and even large monthly costs have to be borne. In addition, nowadays many people are starting to venture into business. They should be sensitive to the current situation that makes their business thrive. If they are just running a business without any knowledge, chances are the expenses are greater than the sales. Every entrepreneur must want to make a profit, so they must think of a more effective way or a product sold differently from others by this entrepreneur in Malaysia. For example, we can see that a successful entrepreneur, Dato 'Aliff Syukri, who started from the bottom, is now able to buy everything.

Throughout our research on Choc Valley Sdn Bhd, although they have been established for a long time, with all the strategies done by Puan Siti as the owner of Choc Valley can make her company survive to this day. Despite the challenges and problems he faced, he was wise in dealing with them. As we sketched the Business Model Canvas for Choc Valley, we were able to visualize the business model and spot business weaknesses. A good business model identifies business goals and plans for the future. It also identifies the products and services that the business and its target market need to sell. We have also included steps he can take to address the problems she is facing.

Finally, through this case study we can conclude that it is not easy to do a business. Even Choc Valley which is a small and medium enterprise is able to survive despite having to fight with big companies out there. We also realize every business, no matter how they start, has the opportunity to continue the business as long as the owner has the interest in doing so. Puan Siti also hopes that her Choc Valley business can grow rapidly and be able to open branches throughout Malaysia.

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7. APPENDICES




DETAILS	IMAGES
<p><i>Figure 1.0</i> Company logo</p>	 <p>The logo for CHOCOS VALLEY features the brand name in a serif font. The letter 'O' in 'CHOCOS' is replaced by a stylized chocolate piece. Below the brand name is the word 'VALLEY' in a smaller font, flanked by horizontal lines. At the bottom, the tagline 'EXPERIENCE EXCLUSIVE INDULGENCE' is written in a smaller, all-caps font.</p>
<p><i>Figure 2.0</i> 16 Pcs Artisan Chocolate</p>	 <p>Three open boxes of CHOCOS VALLEY artisan chocolates are shown. The boxes are white with gold accents and feature the brand logo. Each box contains 16 pieces of various chocolates, including round, square, and shell-shaped pieces in different colors and textures.</p>
<p><i>Figure 2.1</i> Cookies</p>	 <p>A cylindrical container of CHOCOS VALLEY cookies is shown. The container has a white lid and a decorative label with a blue and gold color scheme. The label features a central image of cookies and the brand name. The container is placed on a wooden surface against a brick wall background.</p>

Figure 2.2

8 Pcs Artisan Chocolate



Figure 2.3

Chocolate Bars



Figure 2.4

Chocs Valley Hampers



Figure 2.5

Interview Session at Chocs Valley store

