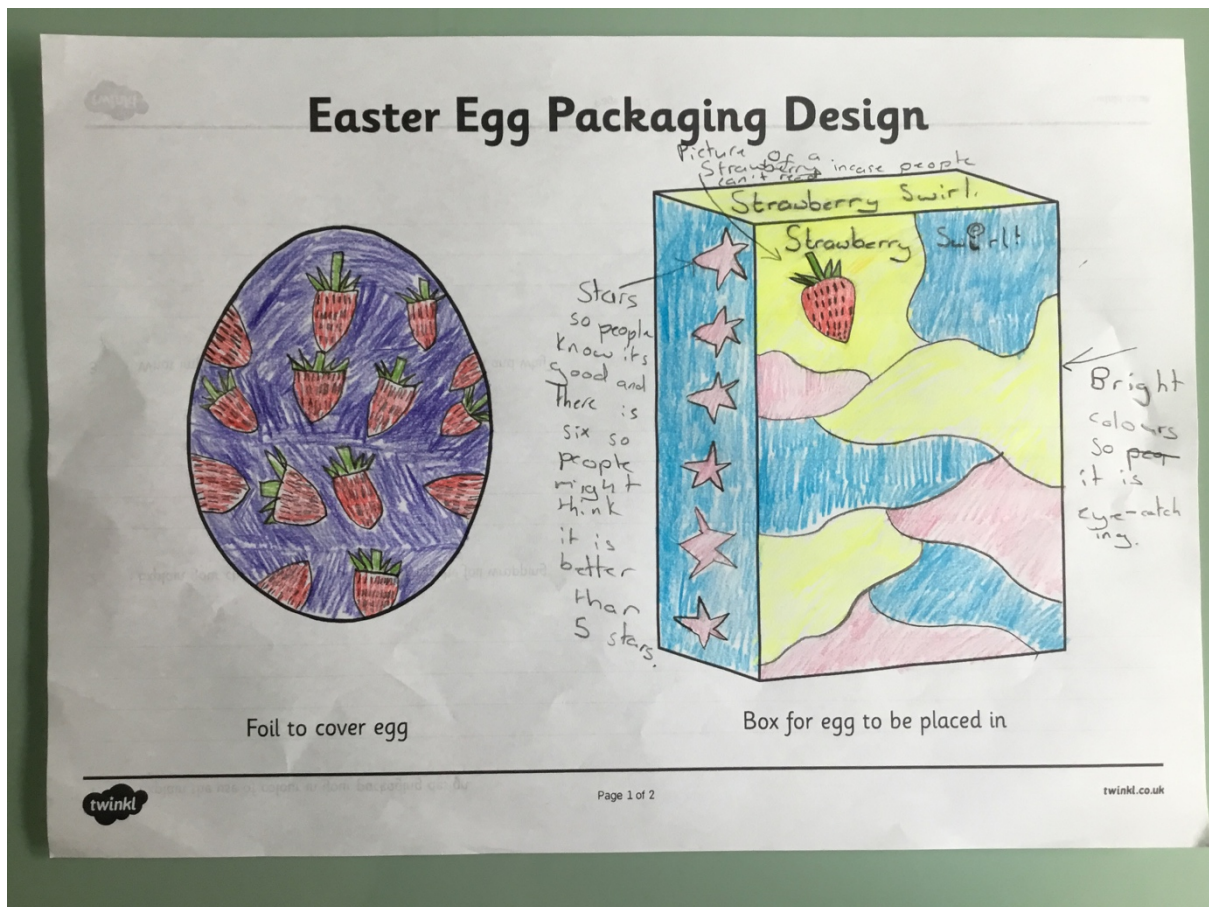


Strawberry Swirl



I don't want a target audience as I would make a bigger profit if everyone bought it, where as if I had a target audience and it was around 8-20, 1-7 and 21+ would probably not buy it and if I didn't have a target audience there would be more chance the other ages would buy it.

How to make it is like this:

Ingredients :- Cocoa butter. (no artificial fats makes for a better chocolate) Milk. Cream. Sugar. Cocoa. Cocoa Liqueur. Vanilla. Lecithin. Small strawberry chunks. Melted Chocolate.

1. Melt the cocoa butter.
 2. Add milk, cream and cocoak.
 3. Add the melted chocolate but as you do this add strawberries so they are not all on the top or all on the bottom.
 4. Mix well.
 5. Tempur the chocolate . To do this you need a large stainless steel work surface . (stainless steel because it can be sterilised)
- Then you pour chocolate mix over surfac keep mixing it together by turning mix over and over together with a stainless steel spatula.
6. Chocolate is now ready to be poured into molds.
- Easter egg molds are large platforms with 6 molds on each platform.

Pour chocolate mix into molds then mold is closed up and attached to a rotating machine with arms to attach 6 platform molds to each machine.

7. Machine is switched on for some time

8. Molds left to cool down.

9. Easter eggs made.

Because this recipe only uses cocoa butter and NO Vegetable oil the shelf life of the chocolate is shorter than standard chocolate. Also it will melt much quicker. You can see this by holding a small piece of Thorntons chocolate in 1 hand and a piece of other brand chocolate in the other. The Thorntons piece will start to melt rather quickly.

My price will be £4.99 so it is affordable but I will make a good amount of money if enough people buy it. It will also be 3 for 2 and buy 5 get the 6th one free to encourage people to buy my eggs.

I have designed my package like I have because it has bright colours and will attract people as it is eye-catching I want my egg to be very attractive so other people will notice mine easier than the others and I want it to stand out on the shop shelves.

The name of my egg is Strawberry Swirl as it is an alliteration and more adults will buy it for their children as they will know that is more healthy than the other eggs that don't have fruit in. My slogan is "Our Snappy Strawberry helps you along the way!"