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**An Essential Resource for**

**Edexcel Advanced GCE (A Level) Business**

**Paper 3: Investigating Business in a Competitive Environment**

## **RESEARCH TASKS (for students)**

**June 2018 Context**

**Chocolate Confectionery Market**

**SAMPLE MATERIAL**

*Minimising Workloads, Maximising Performance*

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General statistics and information on the <u>global</u> chocolate confectionery market	1
General statistics and information on the <u>UK</u> chocolate confectionery market	3
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<b><u>RESEARCH TASKS - BULLET 1:</u></b>	<b>4</b>
Trends in the number and size of manufacturers that operate in the global chocolate confectionery market over the last 20 years, including investment, business growth and takeovers	
<b><u>RESEARCH TASKS - BULLET 2:</u> <b>SAMPLE EXTRACTED FROM HERE</b></b>	<b>16</b>
Influences on the global market for chocolate confectionery over the last 20 years, such as the growth and development of emerging economies, corporate social responsibility, social trends, changing costs and prices	
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Human resource management in the UK chocolate confectionery industry	
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The competitive environment facing producers and retailers in the UK chocolate confectionery market	
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Marketing and promotions in the global chocolate confectionery industry	

**Task 5**

One of the main factors affecting the **price** consumers pay for chocolate confectionery is the **cost of the ingredients** required to make it (eg cocoa powder and cocoa butter, sugar, milk, vanilla, nuts, etc), as well as the **cost of energy** (eg natural gas and fuel oil) required to power the manufacturing process. Many of these costs have increased in recent years.

1. **Research and make notes on the rise in the price of commodities used to make chocolate.** This should be the **implications** of changing costs (including changes in exchange rates on costs) and **strategies** chocolate confectionery manufacturers can take **in response**.

Useful links:

- <https://www.hps-pigging.com/facing-challenges-in-the-chocolate-and-confectionery-industry/>;
- <https://www.hps-pigging.com/chocolate-production-staying-efficient-in-a-turbulent-market/>
- <https://www.hps-pigging.com/facing-challenges-in-the-chocolate-and-confectionery-industry/>
- <https://www.theguardian.com/business/2016/nov/18/lighter-way-to-enjoy-maltesers-mars-shrinks-sharing-bags-by-15>
- <http://www.bbc.co.uk/news/av/business-37908692/ask-andy-what-is-shrinkflation>
- <https://www.hps-pigging.com/about-hps/what-is-pigging/>; <https://www.hps-pigging.com/improving-confectionery-production/>
- <https://www.hps-pigging.com/about-hps/benefits-of-pigging/>
- <https://www.hps-pigging.com/casestudies/pigging-confectionery-manufacture-case-study/>
- <https://www.cnbc.com/2016/03/24/future-of-the-chocolate-industry-looks-sticky.html>
- <https://www.foodmanufacture.co.uk/Article/2012/06/13/Mars-Chocolate-warns-action-on-cocoa-needed-to-beat-shortage>

2. **Research and make notes on the impact of government subsidies and possible changes in government subsidies on costs and prices.**

Useful links (you are encouraged to find your own):

- [https://cocobod.gh/news\\_details/id/114/COCOA%20FERTILIZER%20SUBSIDY,%20BEST%20FOR%20CO COA%20INDUSTRY%20-COCOBOD%20CHIEF](https://cocobod.gh/news_details/id/114/COCOA%20FERTILIZER%20SUBSIDY,%20BEST%20FOR%20CO COA%20INDUSTRY%20-COCOBOD%20CHIEF)
- [https://www.swissinfo.ch/eng/powerful-lobby\\_-chocolate-law-subsidy-stays-sweet-for-food-manufacturers/42765972](https://www.swissinfo.ch/eng/powerful-lobby_-chocolate-law-subsidy-stays-sweet-for-food-manufacturers/42765972)

3. **Research and make notes on the impact of taxes on high calorie, fat or sugar products on costs and prices.**

Useful link (you are encouraged to find your own):

- <https://www.confectionerynews.com/Article/2016/11/04/Taxation-significant-impact-on-future-chocolate-sales>