

## The Chocolate Bar Museum Business Plan

### **Executive Summary**

The Chocolate Bar Museum is an incredibly unique and exciting attraction new to Chicago. This experience is in a class of its own. While maintaining an educational focus, its goal is to be fun for the entire family. Our objective is to celebrate the history, applications, fun and of course the delicious taste of chocolate, as well as promote slave-free chocolate. The Chocolate Bar Museum will feature traveling exhibits and will incorporate its own unique features such as an art gallery inspired by chocolate, a chocolate and wine pairing room, a chocolate fondue bar, an interactive chocolate bar factory where children of all ages can make their own chocolate bar, cooking classes for adults and children, a “choxygen bar”, and many other exciting attractions. Our mission of The Chocolate Bar Museum is to create an atmosphere that encourages bonding along with the opportunity to learn about the history of chocolate, all while promoting slave-free chocolate. We understand the on-going slavery in West Africa and we intend to spread awareness by educating the public on the slavery lurking behind the sweetness. We will be working with local schools offering all access, all-inclusive field trips to The Chocolate Bar Museum. We will be organizing several exciting contests where artists will be invited to create and enter their artwork with an opportunity to win scholarships and have their artwork displayed in our beautiful art gallery. All advertisements will be focused on the grand opening of the museum and the monthly traveling exhibits and will be displayed throughout the community.

### **Niche**

The Chocolate Bar Museum is an exciting and unique way to learn about chocolate around the world. We set ourselves apart from our competition by being the only standing museum of chocolate that is also intended to help end slavery in Africa by educating our public on the process in which cocoa beans are purchased

## Promotions/Strategy

- “Golden Ticket” campaign- to promote The Chocolate Bar Museum’s grand opening, a month prior to the opening there will be “Golden Ticket” hands outs. Brand Ambassadors will be responsible for setting up events to give away organic, slave-free chocolate where a total of 100 lucky children will have a chance to receive free admission to the museum, with the purchase of one adult admission per child, if they’re chocolate bar has a golden ticket (much like that of Willy Wonka).
- “Exhibit Passport”- In order to give visitors the desire to come back, The Chocolate Bar Museum has an exclusive travel theme:
  - Each person to walk in the museum will receive a passport booklet that will be included in the admission. To make it personal, your picture will be taken and inserted into the passport.
  - Each person will receive a stamp at every exhibit that teaches the history of chocolate from that specific country.

## Products and Services

- Traveling chocolate exhibits. The exhibits chosen will allow customers to be educated on several different aspects of chocolate, including the slavery that may occur in the process of obtaining chocolate, as well as the fun and exciting facts about chocolate. An example of the types of exhibits held at The Chocolate Bar Museum is, "Chocolate: A Dip Into History". This particular exhibit showcases the history and artifacts of chocolate/cocoa beans.
- “The Chocolate Walk” art gallery that features artwork donated to the museum by artists as well as artwork entered into local contests from public and private schools. Customers will get to see the work of local artists
- "Choxygen Bar” that provide stations of assorted chocolate scented oxygen. Customers will get to smell chocolate instead of eating it. This will enhance their senses

- A chocolate and wine pairing station where a sommelier from different parts of the world will come in and educate adults on how different wines pair with different types of chocolate/desserts. Customers will be able to take their new found knowledge and apply it at home
- A Chocolate Fondue Bar that allows all ages to purchase fruits and foods to dip into chocolate. Customers will get to taste luxurious chocolates.
- A "Chocolate Pantry" where all ages can cook the "food of the week" (each dish associated with chocolate). This allows for families to bond in the kitchen here at the museum and at home by cooking their favorite chocolate desserts.
- A theater. The theater will feature several different documentaries that will educate viewers on chocolate. The theater will hold several different showings every few hours.
- Make your own chocolate bar for all ages. Customers will get “hands on” experience with chocolate.

### **Competition/w Pricing for Admission**

#### **Shedd Aquarium:**

ADULTS \$26.95  
 Children (ages 3-11) \$19.  
 Membership:  
 INDIVIDUAL \$80  
 FAMILY \$145

#### **Field Museum: (prices based on packages)**

All Access Pass Pricing: \$52.00  
 \*Regular Admission /Chicago Admission\*  
 Adults \$29.00/ \$25.00  
 Children(ages 3-11) \$20.00/ \$16.00  
 Students(With ID) \$24.00/ \$20.00  
 Seniors(age 65+) \$24.00/ \$20.00

#### **Children’s Museum:**

Children & Adults \$10  
 Seniors \$9  
 Members :Free  
 Children under one: Free  
 First Sunday of every month: Free admission for ages 15 and under.

**Method for our pricing**

The method for pricing is to compete with the listed competitors admissions pricing. All the food available in The Chocolate Bar Museum has low-priced menu items, not to compete with the over-priced food venues offered in the surrounding area. Our pricing for admissions is rather expensive for some households but it will still be considerably affordable.

**Pricing/Admission**

- Adults.....\$23.00
  - Children (ages 3-12).....\$17.00
  - Seniors (65+).....\$15.00
  - Students with ID.....\$15.00
- \*\*Chicago Residents with ID will receive a 10% discount off admission\*\*

**Target Market**

We’d like to invite all Chicago local and tourists. Our main target markets are families with children of all ages. Our secondary markets are adults 18-35.

**General Company Description**

The Chocolate Bar Museum is a museum that will educate the general public on the history of chocolate around the world. There will be several different attractions throughout the museum that will educate visitors as well as entertain them. The museum will feature monthly traveling exhibits that can help educate the community on chocolate in a fun and exciting way.

**Mission Statement**

“To educate the community, in a fun and unique way, on the history of what we have all grown to know and love: Chocolate.”

### **Business Philosophy**

The main goal is to educate the minds of our customers about chocolate; where it comes from, how it's traded, how and where it's grown and the fun things one can do with chocolate. Customer satisfaction is key to a successful company therefore it is important that our staff is very friendly and driven by success of the company.

### **Company Goals and Objectives**

The Chocolate Bar Museum will be located in the heart of downtown Chicago. The idea location would be to stand directly on the corner of Michigan Avenue and Chicago Avenue, or close to that area. We would like to attract locals and tourists alike. We believe that location is important; therefore we will need to be located in the heart of downtown so that we are easily seen and are accessible to the public. It is important that the facility is kept very clean and FDA approved, since we will have food and oxygen bars. Since we will be the first chocolate museum that Chicago has to offer, we will strive to have the best traveling chocolate exhibits come to our museum to educate our community.

### **Industry**

The Chocolate Bar Museum will be strictly part of a Chicago attraction.

### **Strengths**

Exclusivity and creativity make The Chocolate Bar Museum unique to Chicago. As well as the valuable lesson taught about the slavery that goes on behind chocolate and the future preventative measures to

decrease the amount of chocolate being purchased at the cost of many lives over seas. The bonding of families that come together for a unique experience that is offered in Chicago

### **Legal form of ownership**

The founder would have to join The American Association for Museums, which gives them accreditation.

The Chocolate Bar Museum would then become a corporation. Donations will be needed to fund additional educational exhibits.