



Lonohana Estate Chocolate Marketing Project



INTRODUCTION

Lonohana is one of the few chocolate businesses in the world growing and manufacturing cacao from its origin. They have created the second-largest cacao farm in Oahu, Hawaii, and are the largest producer of Hawaii-grown cacao.

I will be utilizing quantitative data to determine the best pathway to success. I will help put them in a position to gain the most profitability while remaining equitable and sustainable. I will calculate the profit margins and unit costs, and make sure the money they are spending will be less than the money they will make over the next nine months. I will also use qualitative data to analyze customer feedback and how to upgrade the chocolate club membership.



NEXT STEPS

Some improvements Lonohana will make in the future, based on the survey results are as follows: more presence on social media, responding to DM's and emails more, sending emails confirmations for when the membership boxes are shipped out, offering discounts to members to the chocolate tasting events, adding extra goodies into each membership (not only shipping chocolate but adding more for increased value to customers), offering the option to opt out of milk chocolate bars, adding educational brochures to Ali'i boxes, posting behind-the-scenes of factory tours and unboxings, and innovating unique seasonal flavors.



Membership Marketing Strategy

In order for Lonohana to increase sales, they need to target their ideal customer through marketing. I will create three customer avatars, to target the ideal groups of people who'd like to have a chocolate club membership. I will evaluate how these marketing tactics attract customers, thus increasing sales.

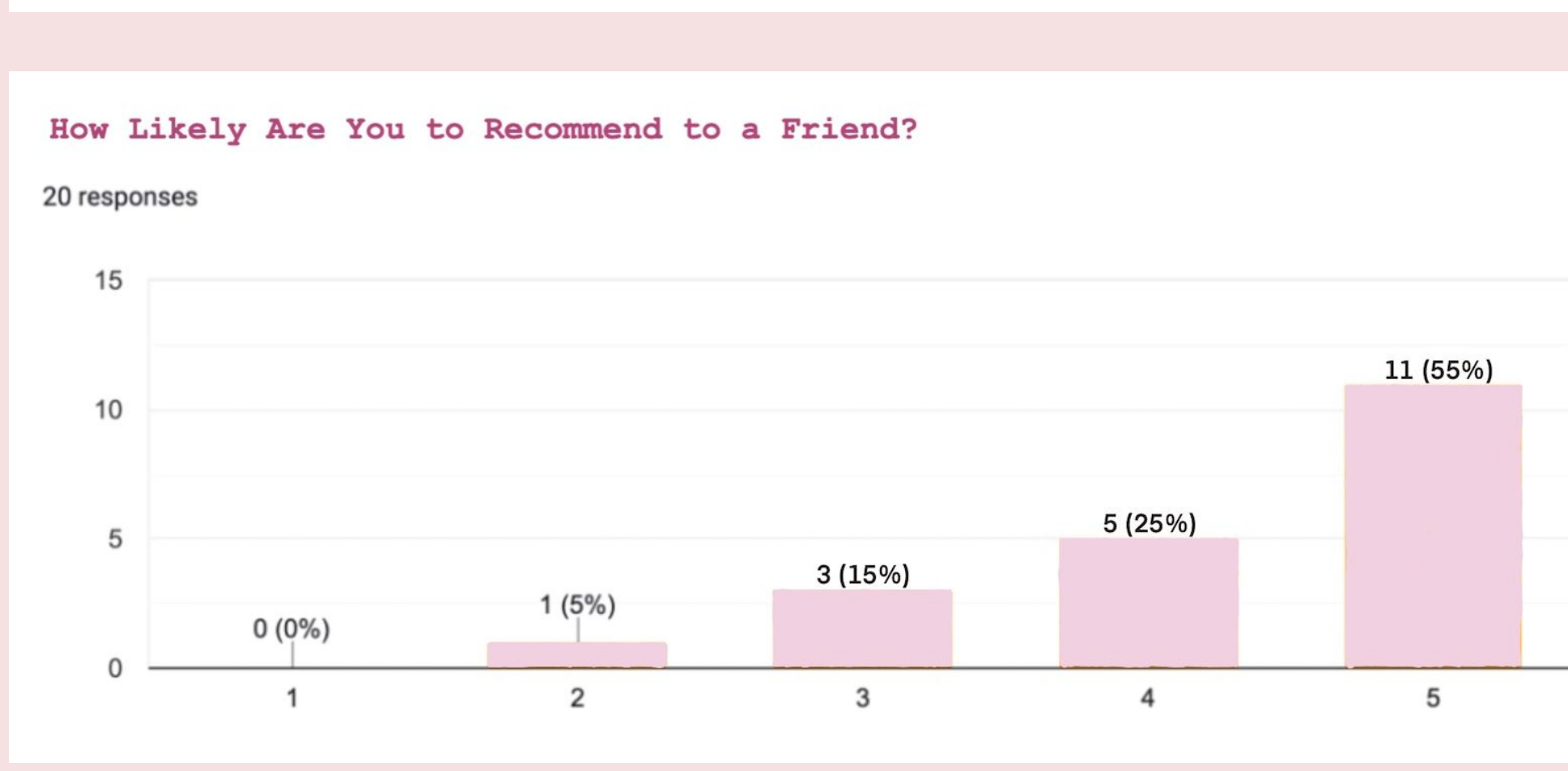
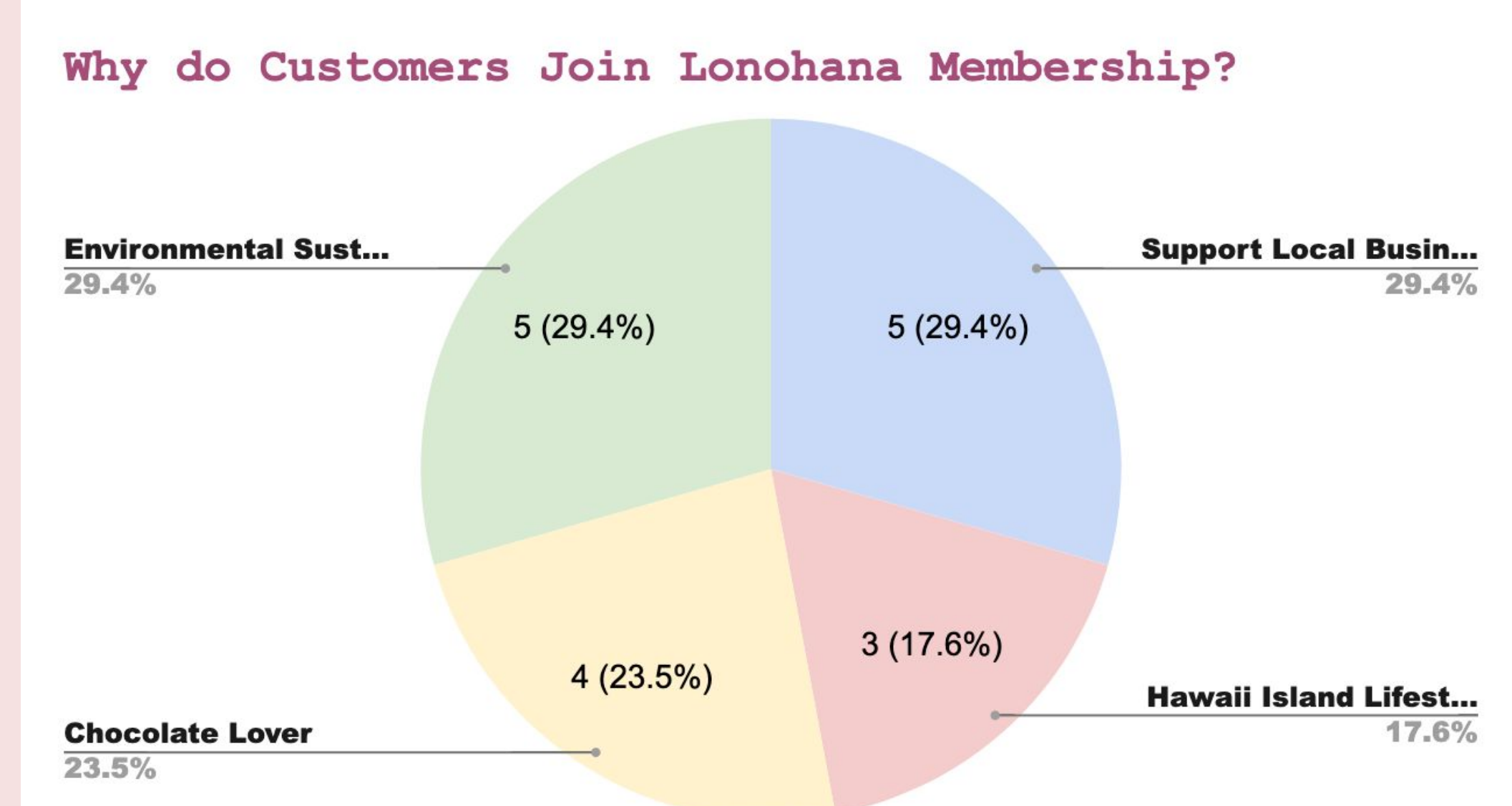
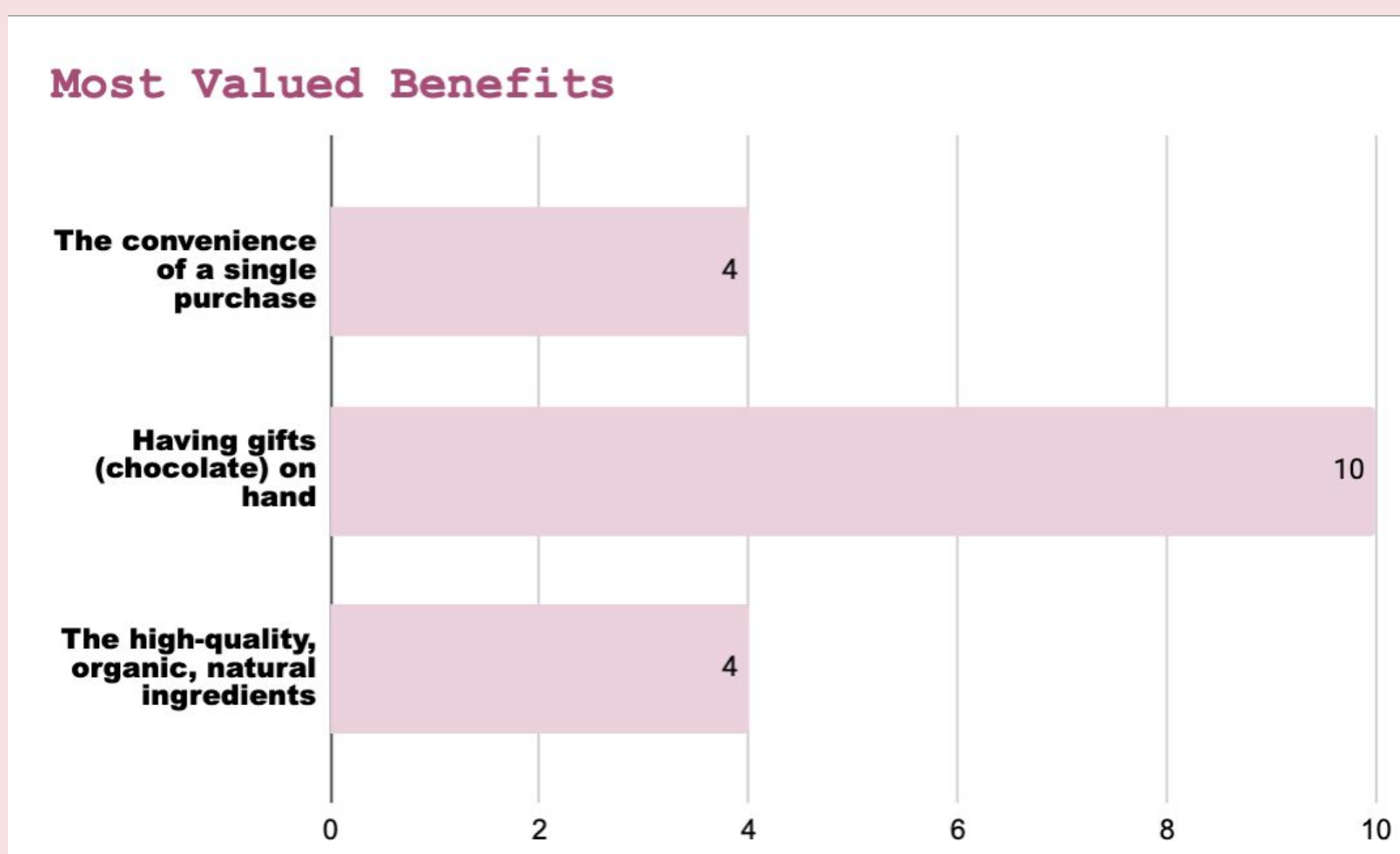
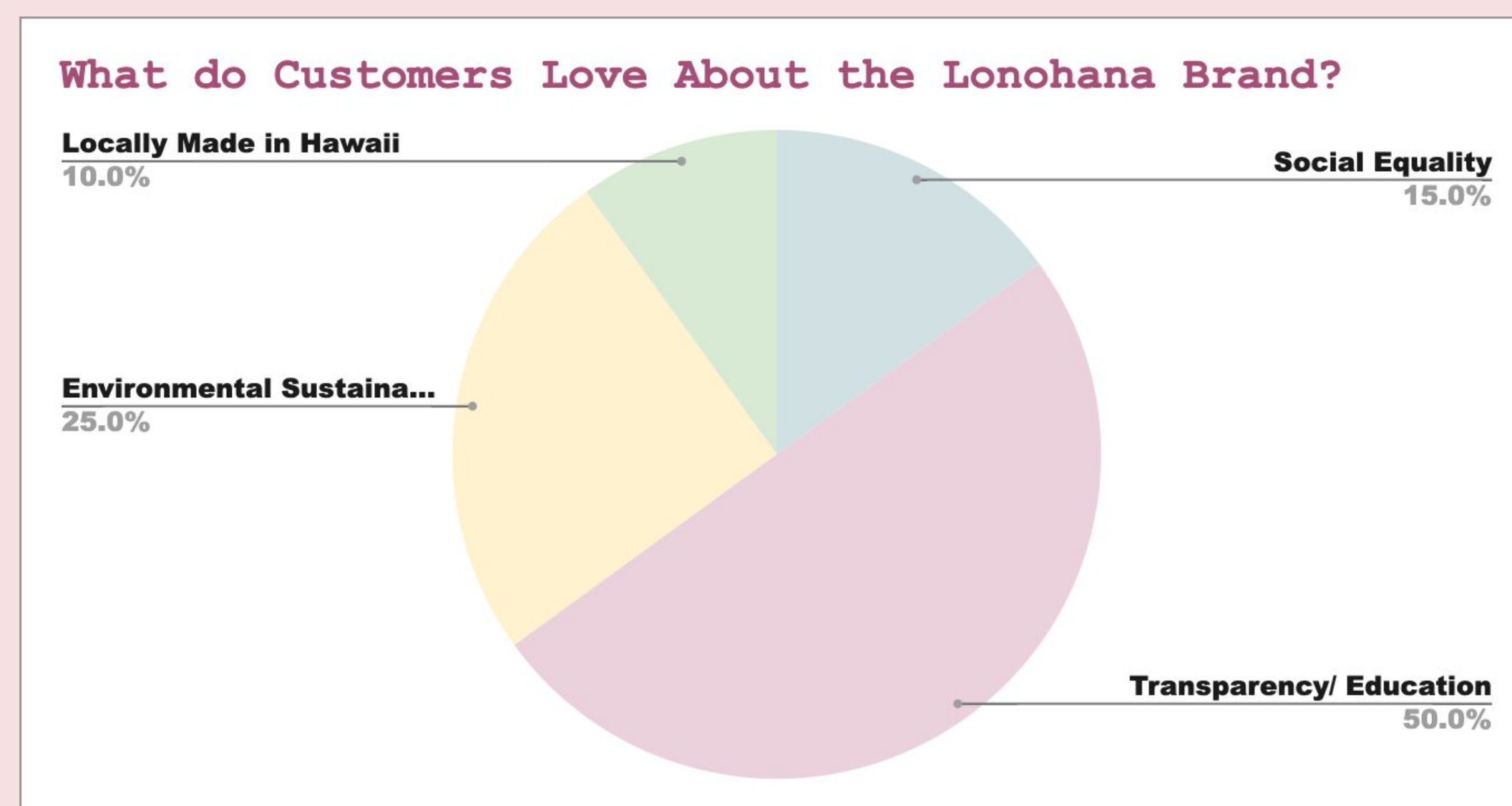
Improving Membership with Survey Data

I used the survey data to create 3 new memberships. Marketing towards a different audience. The old membership tried to sell to everyone. But, the key to increasing sales is to have a target audience, and knowing that our product needs to cater towards a specific group of people, not everyone. After distributing the survey, from a marketing standpoint, I can conclude that 55% of customers would recommend the membership to a friend. However, at a customer satisfaction level, 70% of customers are completely satisfied with the value they receive from being a member. When proposing ideas for what draws customers to the membership, my hypothesis proved correct. 10 people equally selected that they value environmental sustainability and Lonohana's tree-to-bar process draws people in.

Creating a Brand Kit

I helped create a brand kit to maintain the consistency of Lonohana's marketing content. It includes the logos, fonts, colors, icons, and templates that Lonohana will use throughout their online presence.

DATA AND FINDINGS



Ohana	Kama'aina	Ali'i
<ul style="list-style-type: none"> Family oriented membership Caters towards children and their parents Inclusivity Health-conscious and active lifestyle 	<ul style="list-style-type: none"> Pre-children or college students Youthful and vibrant lifestyle Heart in Hawaii Enjoying life to the fullest Social lifestyle 	<ul style="list-style-type: none"> Professional, educated, and formal High-end customer Luxurious lifestyle



Aryana Mohajerian and Mentor: Heather Schwarm
Laguna Beach High School and Lonohana Estate Chocolate, Hawaii